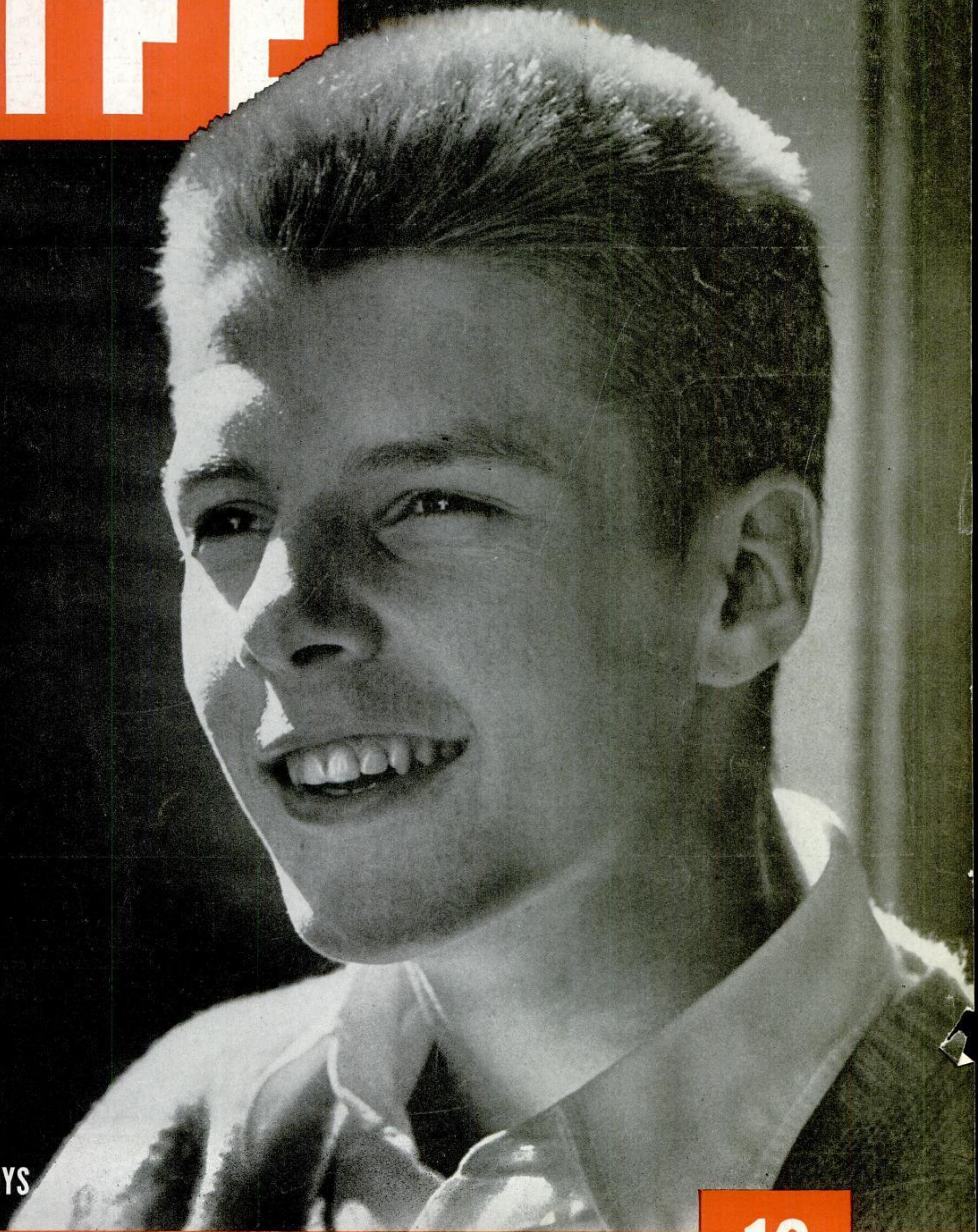


LIFE



TEEN-AGE BOYS

JUNE 11, 1945 **10** CENTS
BY SUBSCRIPTION: TWO YEARS \$8.50

REG. U. S. PAT. OFF.

It will be Easy to have a Kitchen like This

★ **The Design**...by one of America's leading architects, has all the charm of traditional French Provincial... soft colors, sweeping copper stove-hood and gleaming pots. It's a scientific triumph, too, with the proper working surfaces and "tri-angular" placing of refrigerator, sink and range eliminating unnecessary steps and creating peak kitchen efficiency.

★ **The Colors**...straight from an old French plate. The floor and cabinets utilize the blues to

keep finger prints and scuff marks from showing. And the walls use the coppery pinks to reflect light to the work surfaces and give the kitchen its cheery atmosphere.

★ **The Kelvinator Refrigerator**... ready soon after Victory...an advanced type with different zones of cold for every kind of food. A frozen food compartment that will take a whole roast, keep pounds of frozen vegetables for weeks at a clip. A glass-enclosed Cold-Mist

Freshener compartment that keeps vegetables crisp and fresh, keeps leftovers flavorful and appetizing.

★ **The Kelvinator Electric Range**... coming with peace...fully automatic...will perk your breakfast coffee and bake biscuits before you wake up. Will cook whole dinners by itself while you're out having fun. It's cool, too... and its clean heat means no smudged pans, curtains or walls.



♥ heart of

★ **The Kelvinator Home Freezer**...another "After Victory" triumph...a marvel that makes possible the economical storage of everything from ice cream to garden-fresh vegetables; plus quantities of meat, game, fish, fruit and other luxuries you'll enjoy out of season. Enables you to buy in quantities, months ahead.

★ **And You**... Is this the kind of gay, light-hearted postwar kitchen you want? Or maybe you'd like Early American, Cape Cod, English, Ranch House or Modern? Whichever best expresses *you*, you'll find in this new book, "Kelvinator in the Home of Your Dreams." Filled with details and color sketches, by America's leading small-home architects, for building six beautiful, efficient kitchens. See your Kelvinator Retailer today, or drop a post card to Dept. 8-E, Kelvinator, Detroit, Michigan.



your home

Kelvinator

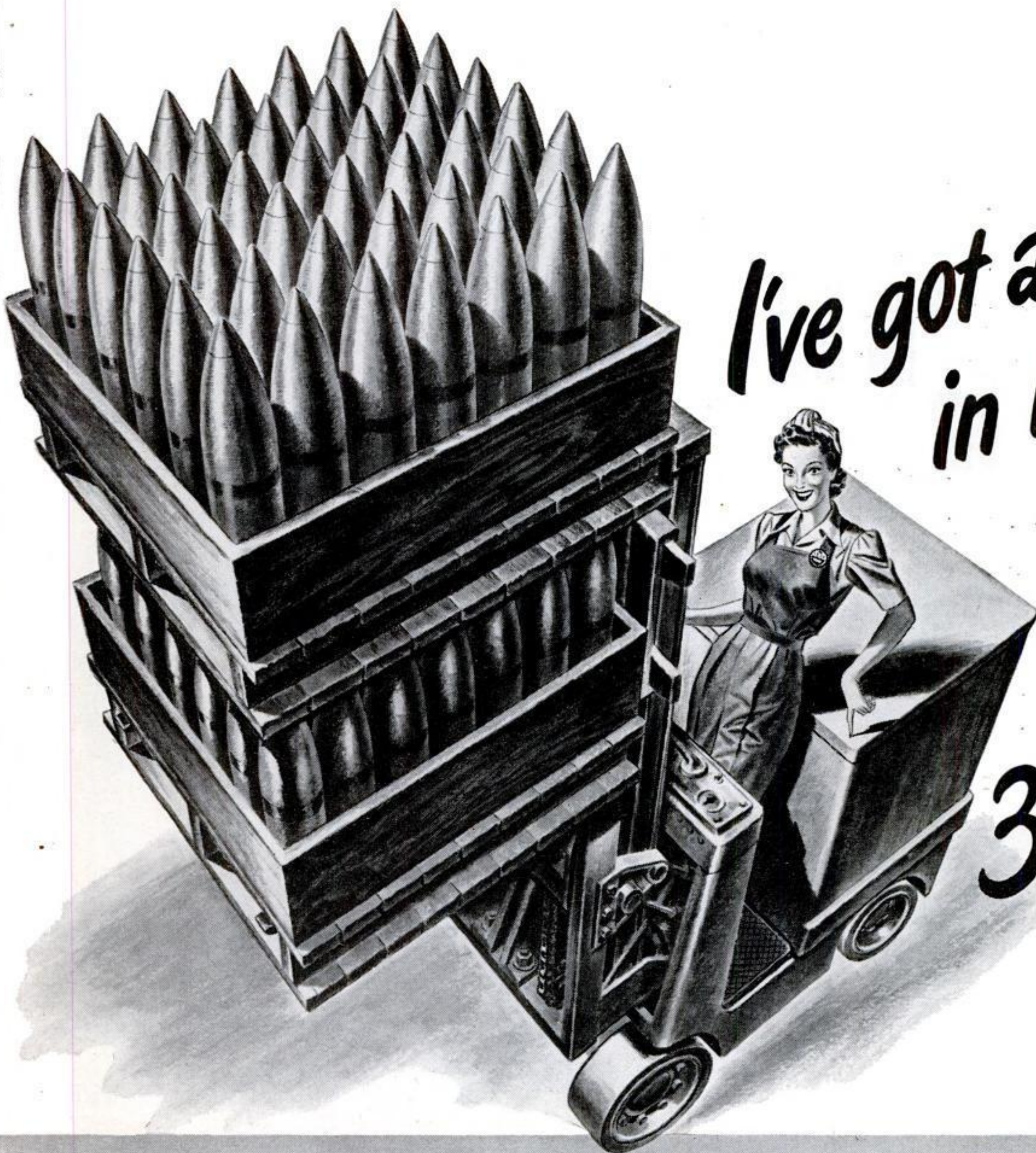
of NASH-KELVINATOR CORPORATION

Refrigerators • Electric Ranges • Home Freezers • Electric Water Heaters • Beverage Coolers • Ice Cream Cabinets • Frozen Food Merchandisers • Commercial Refrigerating Units



"The Andrews Sisters" and guest stars Sundays 4:30 p.m., E.W.T. Blue Network.

Registered Nurses! Wounded men need you! Join the Army Nurse Corps now! Wire collect! Surgeon General, U. S. Army, Washington, D. C.



*I've got a Philco
in here...*

*a Philco "Thirty"—
the Industrial
Battery with*

*30% Longer
Life!*

FOR 50 YEARS PHILCO HAS BEEN A LEADER IN INDUSTRIAL BATTERY ENGINEERING

TO OPERATORS of electric industrial trucks a PHILCO has long meant a big storage battery that provides the power to move great pallet loads of materials. For more than half a century, many of the most important developments in modern storage battery design have come from Philco engineers. The latest of these is this revolutionary storage battery with 30% longer life—the new Philco "Thirty"! It's the toughest

battery ever built for heavy duty industrial motive power service. And its far longer life is news of the utmost importance for all who seek lower costs in materials handling, today and after the war. There's a Philco Storage Battery for every need in industry—for mine haulage, railway service, oil switch control, telephone service, and many others. Write us for the full story as it relates to the special requirements of your business.

PHILCO

Famous for Quality the World Over

PHILCO CORPORATION • STORAGE BATTERY DIVISION • TRENTON 7, NEW JERSEY



In the new Philco "Thirty", a revolutionary new construction principle employing fabricated glass tape insulation, greatly increases the life of the power-producing positive plates. Only Philco "Thirty" has this great new development which adds 30% and MORE to Storage Battery life.

**For the latest in modern Battery Design
Specify Philco Storage Batteries**

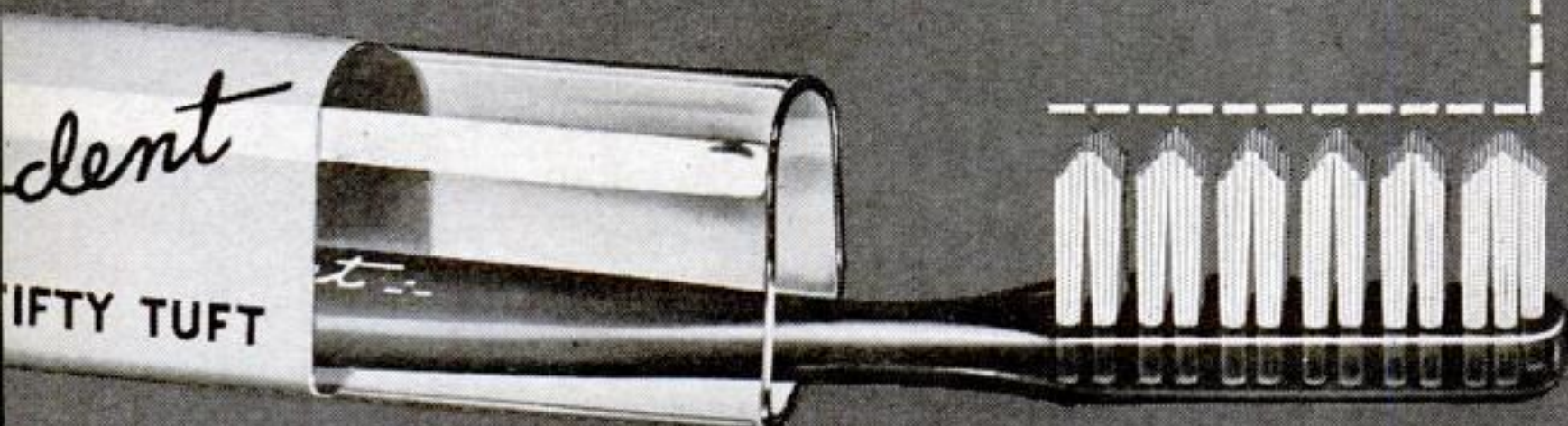
This One



GN82-5YB-3JKB

Every Pepsodent Brush has the Straight Line Design

most dentists recommend

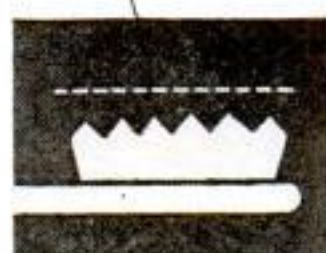


**Straight Line Design
CLEANS TEETH BEST
SAY DENTISTS 2 TO 1**

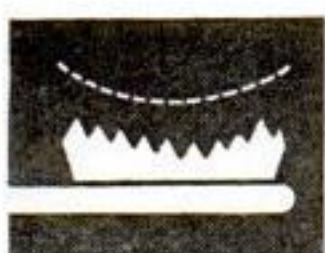


How Dentists Voted in Nationwide Survey

There are only these 3 basically different brushing surface designs among all leading tooth brushes sold today:



Straight Line Design



Concave Design

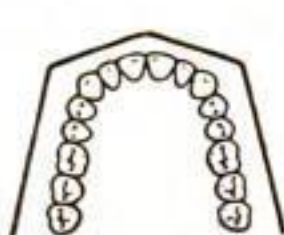
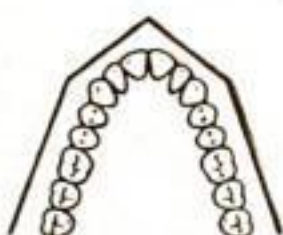


Convex Design

When 30,000 dentists were asked which of these designs cleaned teeth best—by overwhelming odds, by more than 2 to 1—the answers were: "Straight Line Design"!

Why Pepsodent's Straight Line Design Cleans Teeth Best

Despite popular belief, most teeth in the average mouth actually lie in a series of relatively straight lines.



These diagrams represent the two extreme types of dental arch. Even in these extremes, note that most teeth are in relatively straight lines. Pepsodent's

Straight Line Design fits more teeth better than convex or concave designs... actually cleans up to 30% more tooth surface per stroke.

**Get a
Pepsodent
Tooth Brush
Today!**

LETTERS TO THE EDITORS

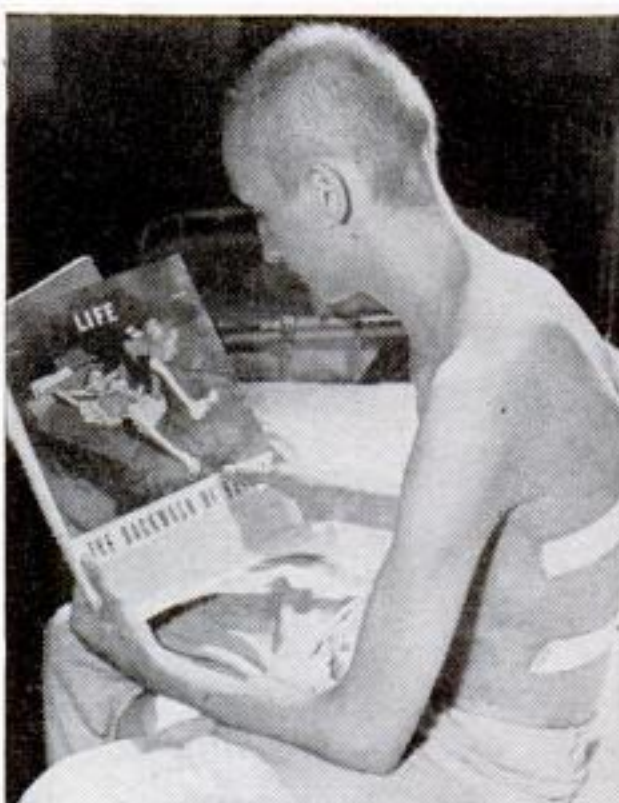
PROGRESS REPORT

Sirs:

Pvt. Joseph G. Demler, the former American prisoner of war whose photograph you ran in a recent issue (LIFE, April 16), was evacuated by air to Mitchel Field after his release. When your cameraman photographed him,



GERMAN PRISONER



CONVALESCENT

Demler was down to 70 pounds as a result of Nazi callousness and brutality. But when he arrived at Mitchel he had already gained back 29 of the 80 pounds he had lost. In this picture, taken for the *Mitchel Beacon* by Cpl. Bernard Von Elm, Demler is looking at the LIFE pic-

(continued on p. 4)

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LIFE
June 11, 1945

Volume 18
Number 24

★ GARY COOPER, producer and star of "Along Came Jones," an International picture

BACK FROM THE SOUTH PACIFIC

Gary Cooper
SAYS

**"I've never found
anything like it!"**



"I discovered Ammen's Powder during my short visit to American and Australian troops in the South Pacific. I think it is wonderful."

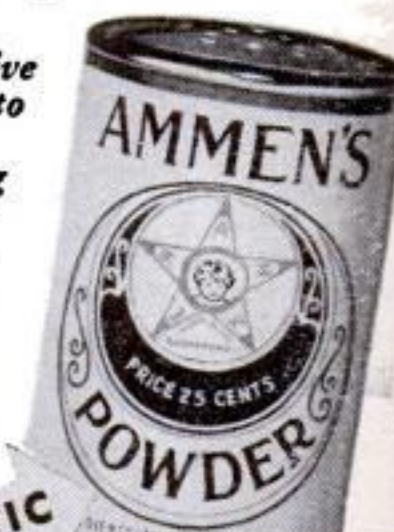
Quick Relief for Irritated Skin, Sunburn

When stinging, itchy skin makes you feel like a pincushion, relieve it *fast*—with Ammen's Antiseptic Powder. Let this super-soft, zephyr-gentle powder quickly put your skin "at ease."

Discover with Gary Cooper how Ammen's medically active ingredients go to work—fast! Ammen's dries perspiration, checks harmful bacteria, and *s-o-o-t-h-e-s*! Wonderful for baby's tender skin, too.

Used the world over by U. S. Army, Navy and Marine Corps. Ask your doctor about Ammen's. Get a can at your druggist, today. No finer powder made. 25¢.

Its medically active ingredients go to work fast on
**Sunburn • Chafing
Prickly Heat •
Diaper Rash •
Nettle Rash •
Insect Bites •
Itching Skin •
and all minor
skin and foot
irritations.**



IT'S ANTISEPTIC

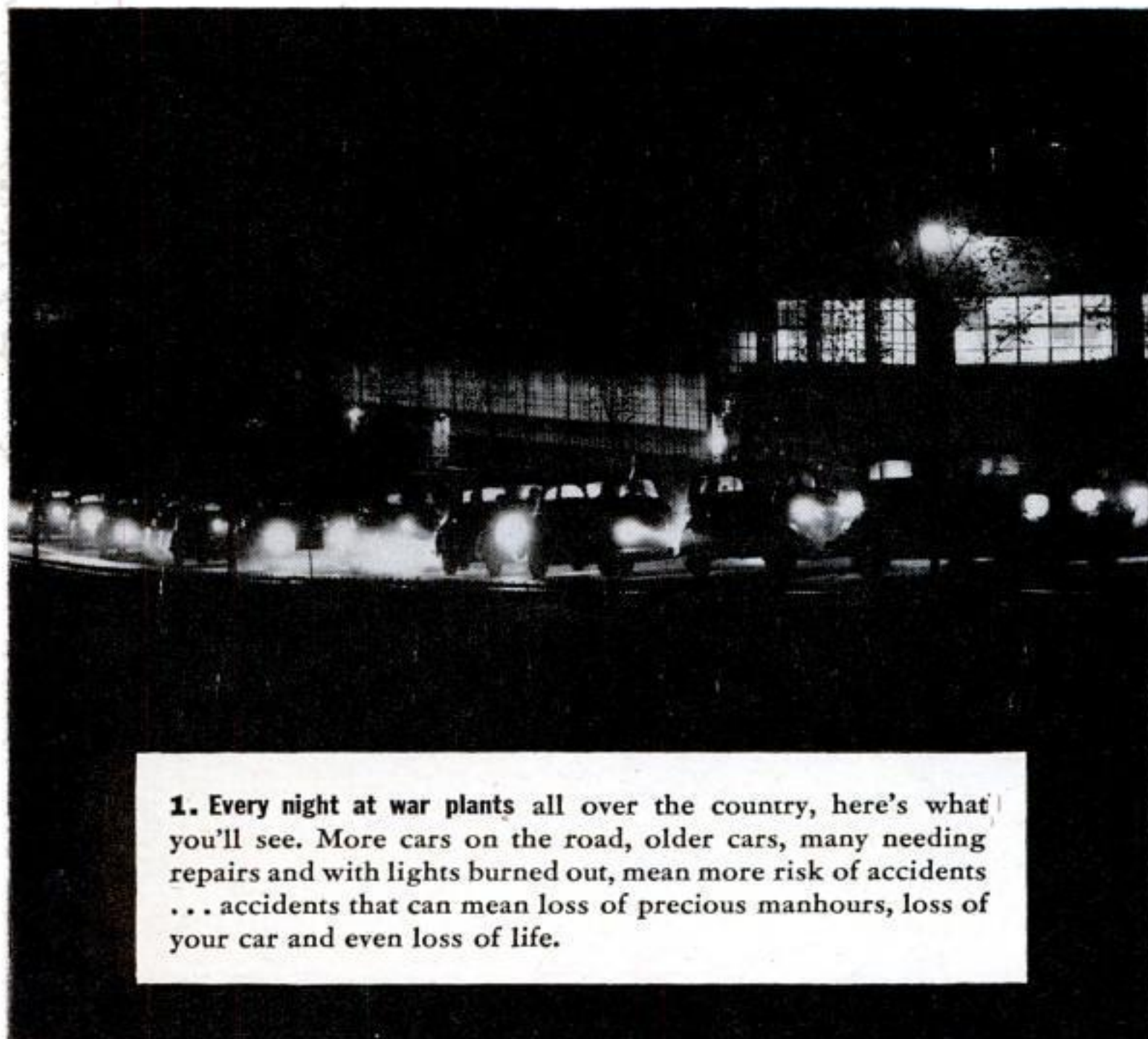
**AMMEN'S
POWDER**

ABSORBENT • ANALGESIC

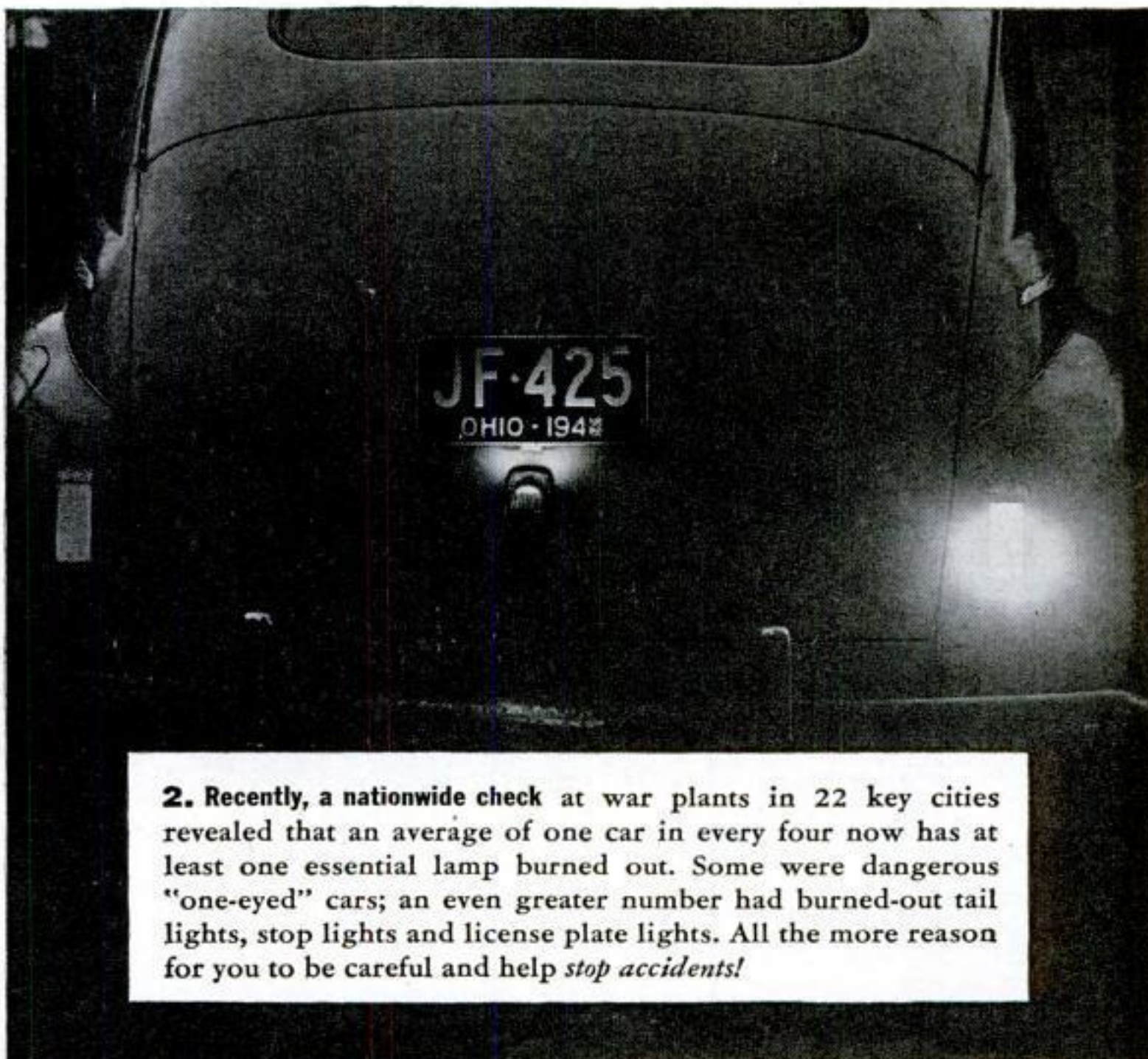
CHAS. AMMEN CO., LTD., ALEXANDRIA, LA.

Safer Seeing!

...still a wartime driving must!



1. Every night at war plants all over the country, here's what you'll see. More cars on the road, older cars, many needing repairs and with lights burned out, mean more risk of accidents ... accidents that can mean loss of precious manhours, loss of your car and even loss of life.



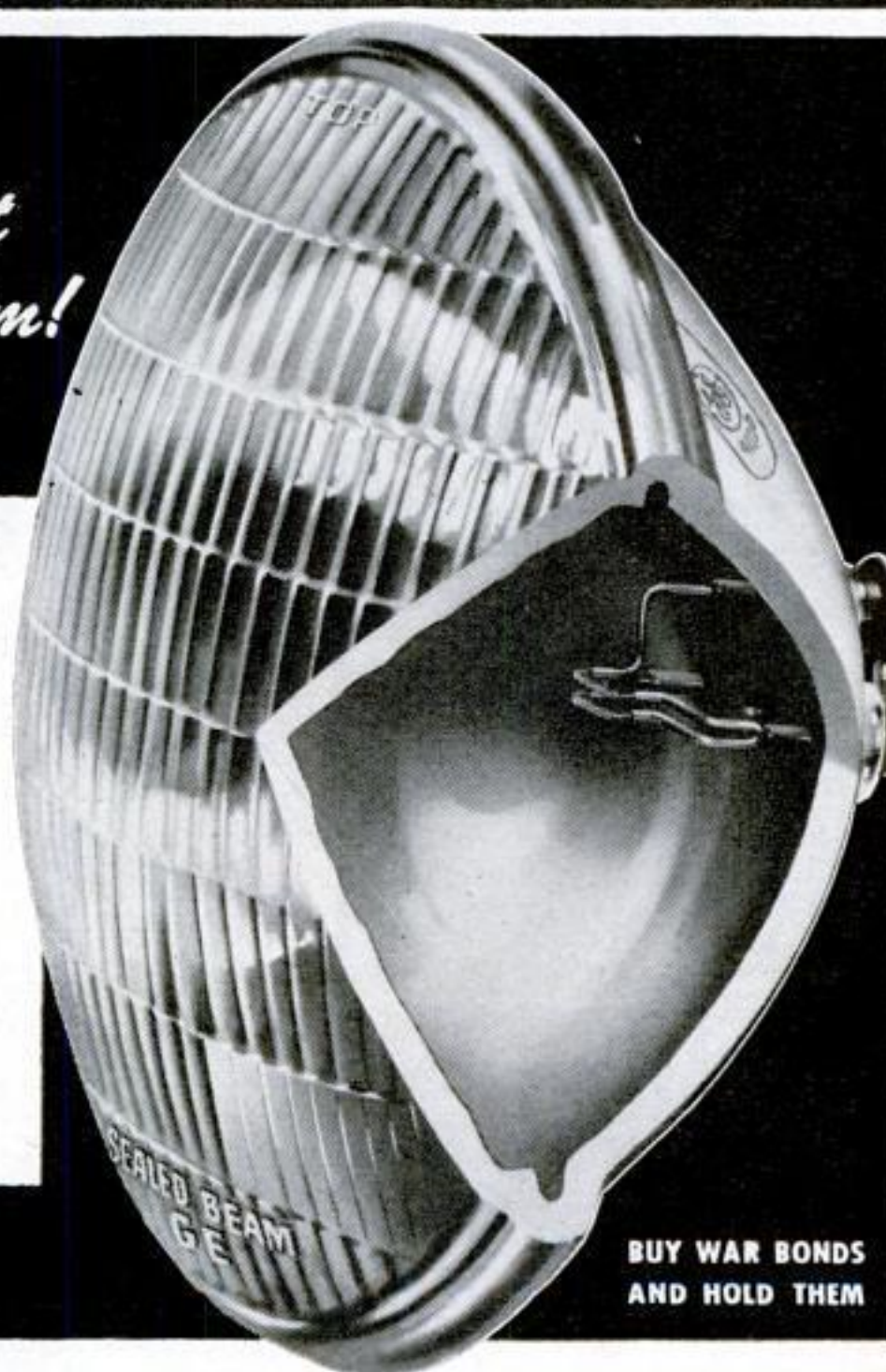
2. Recently, a nationwide check at war plants in 22 key cities revealed that an average of one car in every four now has at least one essential lamp burned out. Some were dangerous "one-eyed" cars; an even greater number had burned-out tail lights, stop lights and license plate lights. All the more reason for you to be careful and help *stop accidents!*



3. See your dealer, garage or service station and play safe! Have your car lights checked and burnouts replaced with dependable G-E Mazda auto lamps. Have headlamps aimed properly and reflectors on pre-1940 headlamps cleaned to give you more light for safer seeing. This may help save your life or that of someone else.

The lamp that does not grow dim!

4. If you need Sealed Beam headlamps, be sure to ask for G-E "all-glass" Sealed Beam lamps ... the lamps that *do not grow dim!* Right up to the end of life, the average G-E Mazda Sealed Beam lamp gives you 99% of original light ... safety from start to finish!



BUY WAR BONDS AND HOLD THEM

G-E MAZDA AUTO LAMPS

GENERAL  ELECTRIC

Hear the G-E radio programs: "The G-E All-Girl Orchestra," Sunday 10:00 p. m. EWT, NBC; "The World Today" news, Monday through Friday 6:45 p. m. EWT, CBS; "The G-E Houseparty," Monday through Friday 4:00 p. m. EWT, CBG.

When summer sun and wind "BEDEVIL" Your hair



...leaving it wild, unruly—hard to handle

◀ **TAKIN' A BEATIN':** What a tangled, frowzled mess his hair is after working hours in the garden. Baked by the sun, blown by the wind—so hard to comb—stiff and wild looking.



HEADIN' FOR TROUBLE:▶

After such a day's work—a cool plunge is aces. But what a sight his hair looks after grooming it with water—so stringy and unruly after it dries. What a shame he doesn't know how Kreml keeps hair so *neatly* in place.



◀ NO WONDER GIRLS LAUGH:

How silly his hair looks plastered down with grease! Kreml grooms "bedeviled hair" so handsomely without ever looking glued down or greasy.



WHAT A DIFFERENCE:▶

In his appearance and in his rating with the girls after he began using Kreml! He found Kreml just the "right-balance" dressing for his hair—"just right" to make his hair easy to comb—to look neatly groomed.

In hot summer months many men find it particularly difficult to keep their hair well groomed. That's one big reason why Kreml Hair Tonic is such a nationwide favorite! Kreml makes hair a *pleasure* to comb. It keeps it handsomely groomed—never looking or feeling greasy or dirty. Kreml also promptly relieves itching of



dry scalp and removes untidy dandruff flakes. Ask for Kreml at your barber's. Buy Kreml at any drug counter. Use daily as directed.



KREML HAIR TONIC

Keeps Hair Better-Groomed Without Looking Greasy
Relieves Itching of Dry Scalp—Removes Dandruff Flakes

LETTERS TO THE EDITORS

CONTINUED

ture, the first copy of the photograph he saw.

S/SGT. BERT BRILLER
Editor

Mitchel Beacon
Mitchel Field, N.Y.

CHURCHILL

Sirs:

Thank you for the magnificent article, "The Lives of Winston Churchill" (LIFE, May 21). I am looking forward to the final installment with more anticipation than the older generation looked forward to movie serials such as the *Perils of Pauline*. . . .

P. BARRY

Sirs:

Winston Churchill would be the first to admit that he inherited none of his mother's classic features. It is evident, therefore, that his famous countenance derives its strength from the paternal side of the family. Mr. Churchill's father's picture is, however, conspicuous by its absence. How about printing one just for the sake of comparison?

LAWRENCE T. LOWREY
Los Angeles, Calif.

● Herewith a closer resemblance.—
ED.



FATHER CHURCHILL



SON CHURCHILL

SALOMANIA

Sirs:

LIFE's review of the movie *Salome*, *Where She Danced* (LIFE, May 21) was of special interest to me. When I visited the town of Salome, Where She Danced, in Arizona, I discovered some interesting things about its founder.

Dick Wick Hall (born 1877 in Creston, Iowa) is the creator of this little community located in the middle of the desert between Los Angeles, Calif. and Phoenix, Ariz. At Salome, Hall started a gasoline station, naming it the Laughing Gas Service Station. This was the

CONTINUED ON PAGE 6



RESCUE STORY

With another small
part for us

If they are ever ditched this Navy patrol plane's crew will have its Very signal pistol and ammunition all intact in one weatherproof package.

The illustration shows how they rigged the container so that it could be handled the quick way, with six of our standard Lift-the-Dot fasteners. They used one of the Navy's regulation Aircraft Service Kits (see below) and picked out the fasteners they wanted.

After the war handy little household kits of Dot fasteners will be available for household uses of all kinds. Watch for them.

United-Carr Fastener Corp., Cambridge 42, Mass.

NAVY AIRCRAFT SERVICE KIT

Fully stocked repair kits of United-Carr fasteners, complete with various types of applicators, are regulation Navy equipment at our air bases, on carriers, and on many U. S. fighting ships.



DOT FASTENERS

MEET THE FLEAGLES!

They've got a mania for murder
and a hankering for homicide!

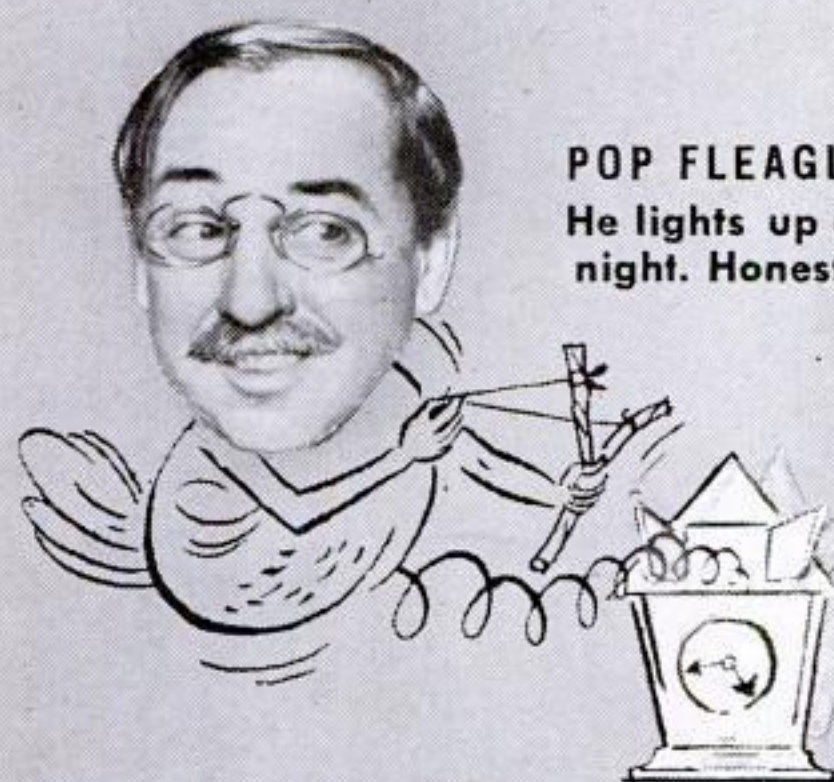
MOM FLEAGLE
She's sweet—in
a deadly way.



ELANY FLEAGLE
Men lose their
heads over her
—and she saves
the heads.



POP FLEAGLE
He lights up at
night. Honest!



MERT FLEAGLE
He'll bash you!

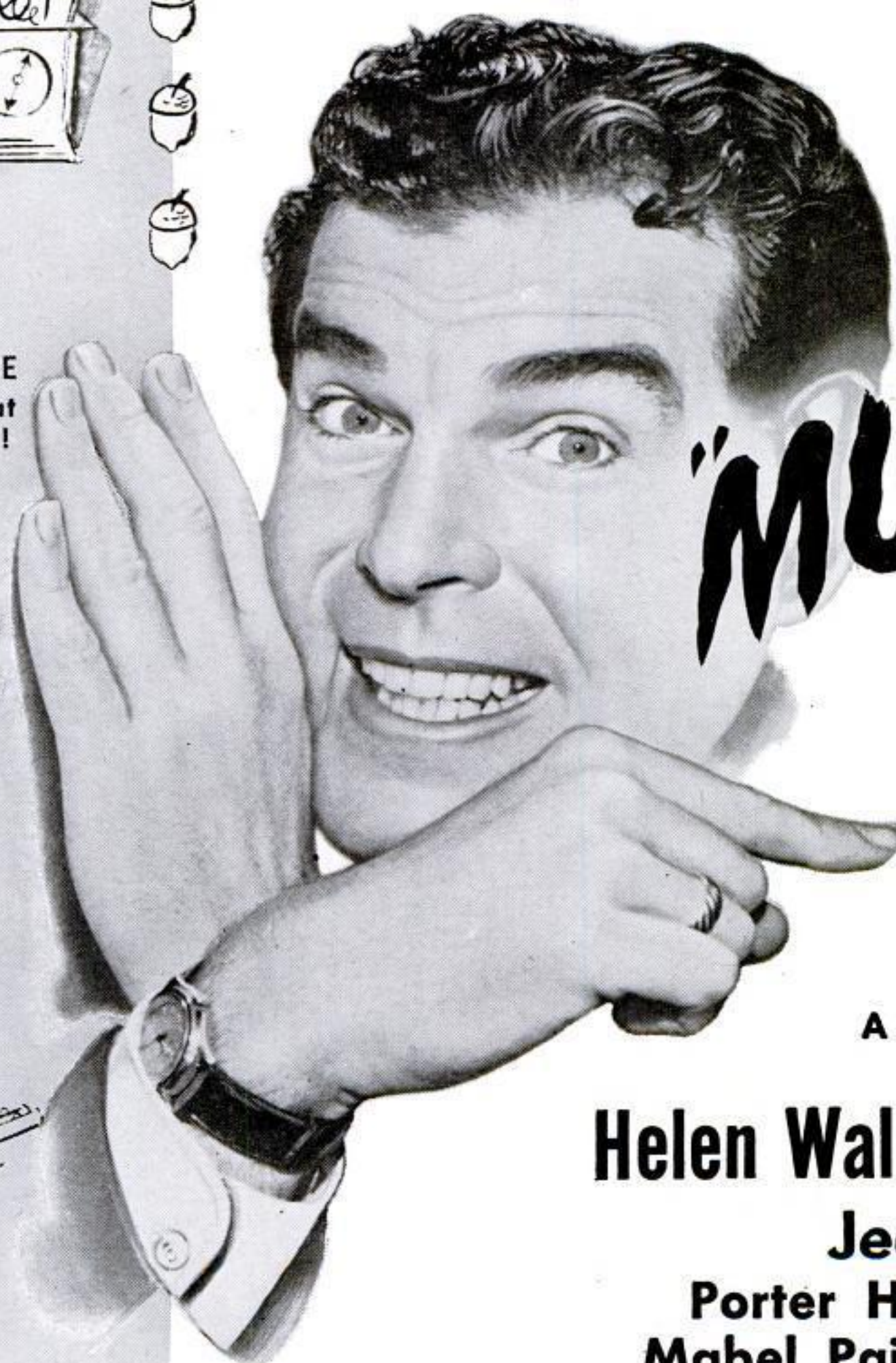


If it's a Crime to make
you die laughing...
THIS IS MURDER!

When Fred MacMurray gets tangled up
with the Fleagle family and has to kiss
or kill his way out of a hill billy hangout
where everything is so half-witted that
even murder is a howl.

**FRED
MacMURRAY**

in



**"MURDER,
he
says"**



A Paramount Picture
with

Helen Walker • Marjorie Main

Jean Heather

Porter Hall • Peter Whitney

Mabel Paige • Barbara Pepper

A GEORGE MARSHALL Production • Directed by GEORGE MARSHALL



You can't take it with you

NOT THAT you'd ever embark on a date with a tub in tow—but honestly now, doesn't your bath freshness have a way of fading into the warm summer night?

But you *do* want to be safe. And there is a sure, easy way to guard your daintiness. You can clinch that freshness with Mum.

Your bath, you see, washes away *past* perspiration. But Mum prevents risk of *future* underarm odor. With



Product of Bristol-Myers

Mum, you can dance the hours away and know that your charm is safe.

Take half a minute with Mum and stay as sweet as you are. It's thrilling to know that men find you attractive—the girl they like most to be near.

Gentle Mum never irritates your skin, won't harm the fabrics of your finest clothes. Why take chances when you can trust Mum?

For Sanitary Napkins—Mum is gentle, safe, dependable...ideal for this use, too.

MUM
TAKES THE ODOR
OUT OF PERSPIRATION

LETTERS TO THE EDITORS

CONTINUED

beginning of a career that made Dick Wick Hall and Salome known the world over. He sat around thinking up ideas and painted humorous signs which today can be seen tacked up on the front of his service station. A few which I remember go like this, "Smile, Smile, Smile, You Don't Have to Stay Here But We Do," "Tickle Lizzie's Carburetor with Our Laughing Gas" and "Arizona Roads Are like Arizona People: Good, Bad and Worse."

Hall also brought into being his famous frog, which was 7 years old and couldn't swim. He told of an incident when a local character shot off a box of dynamite and the frog, thinking it was thunder, chased the cloud of smoke two miles down the road thinking it might rain. Hall didn't hesitate to let the world know of Salome's drawbacks as well as its advantages. He told of how melons didn't do very well because the vines grew so fast they wore out the melons dragging them around the ground, and in dry years he sometimes had to plant onions in between the rows of potatoes and then scratch the onions to make the potatoes' eyes water enough to irrigate the rest of the garden.

In answer to inquiries about the mythical dancer after whom the town was named, Hall would state, "Some folks seem to think I'm the man that made Salome dance, but this is all wrong. It wasn't my fault. I told her to keep her shoes on or the hot sand would burn her feet. . . ."

SGT. ROBERT A. DIEDRICH
Douglas, Ariz.

SOCIALISTIC BOOTBLACKS

Sirs:

Apropos of Noel Busch's Belgrade bootblack episode (LIFE, May 21), in a competitive enterprise setup Muharim, the energetic member of the group, would eventually have bought out his four competitors. He would then proceed to raise the price of a shine to 500 dinars since all competition had been stifled.

So in the end Mr. Busch and his fellow customers would be paying more and he would probably end up regretting that his seeds of competitive enthusiasm had sprouted so well.

ALVIN JAY FAINBERG
Baltimore, Md.

Sirs:

... There are, I think, more bootblacks in Cairo than in any other city of its size in the world. Certainly the "shines" there are the most persistent, clinging-vine type to be found anywhere. They will follow a potential customer for blocks and sometimes miles, even though the shine may only get from one to three piastres (4¢ to 12¢).

It is a common sight to see a bootblack slip up beside an obvious tourist and slap shoeblack on the unsuspecting person's already polished shoes. Following this procedure, the culprit advises the victim that his shoes need a new shine. This type of bootblack will not be satisfied with less than three to five piastres and, often asks for American half dollars. The crowd that gathers as a result of the clamor and excitement caused by the villainous robber more often than not frightens the victim into paying the demanded fee. But anyone who is wise enough to be firm and determined has little trouble. . . .

Sgt. JOHN RAY BROWN JR.
Biggs Field, Texas.

PHYSICISTS

Sirs:

... Tonight Mrs. Weber and I had a few minutes to read LIFE (May 21). (Our daughters were busy with the dishes.) We came to the article on X-ray diffraction. "Ah," I thought, "here

Oh Boy!
Lots of Delsey
after the war



*DELSEY Toilet Paper
Soft like Kleenex*

(*T. M. Reg. U. S. Pat. Off.)

(continued on p. 8)



*"Frankly, what I saw was
funnier than what I said!"*

**"I'm a USO entertainer, and I travel a lot—
trying to hand out a few laughs. But I see
a lot of funny things, too. Take a look . . ."**

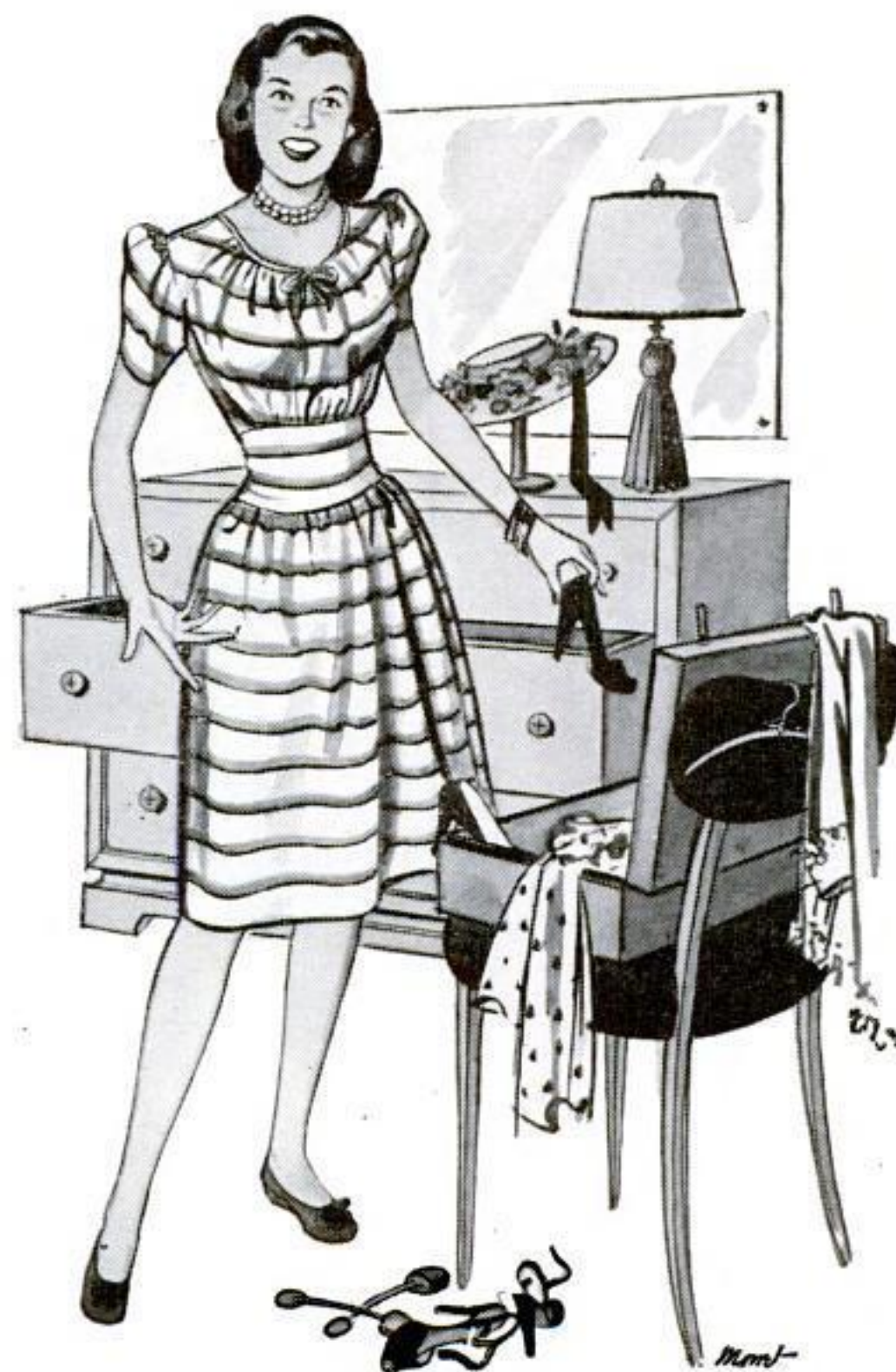
**"In New York City, I saw a lady librarian. You
knew she liked to look sweet—and her cotton
wash dress must have been beautiful before
shrinkage stole its good looks. What a shame
so pretty a girl had never heard of 'Sanforized'!"**



**"In Hollywood, I saw this movie extra. But
actors should look at ease! He suffers from
shrunk-up collars, and looks as though he
had the chokes—which he has. He's got to
learn to get that 'Sanforized' label on every
washable cotton he buys!"**



**"In Atlanta, I saw a cashier in an Army PX.
Brand-new, that slack suit was pretty as a
T-bone steak! But it had shrunk—and look!
If she'd only had a 'Sanforized' label on her
slack suit, it couldn't ever have shrunk out
of fit OR style."**



**"And this is me, back home again. Feels good to
relax once more. No, this wash dress isn't
new—but 'Sanforized' will hold its looks as
long as it lasts. Now wouldn't you think
they'd pass a law about holding the fit and
style in washable clothes?"**

•SANFORIZED•
REG. U. S. PAT. OFF.

**Fabric Shrinkage less than 1% by
the Government's Standard Test**

"Sanforized": Checked standard of the trade-mark owner. The "Sanforized" trade-mark is used by manufacturers on "Compressive Pre-Shrunk" fabrics only when tests for residual shrinkage are regularly checked, through the service of the owners of the trade-mark, to insure maintenance of its established standard by users of the mark. Cluett, Peabody & Co., Inc.

To keep on looking smart . . .

It's got to keep on FITTING!



Every second pair of Florsheim Shoes is going to war



The DEARBORN
Most Styles \$10.50 and \$11

THE FLORSHEIM SHOE COMPANY • CHICAGO • MAKERS OF FINE SHOES FOR MEN AND WOMEN

LETTERS TO THE EDITORS

CONTINUED

is another good article on physics, such as the one on the spectrum and color last year (LIFE, July 3, 1944), and the splendid work on diffraction gratings that Dr. Robert W. Wood has done at Johns Hopkins." I started to read about "chemists" and "engineers," with no mention of physicists at all. My anticipation of an evening's entertainment seemed to vanish. The physicists are proud that a once theoretical problem has found such an application in chemistry and engineering but a physicist (Laue of Germany) developed it and physicists are still quite active in that field. Is it any wonder that draft boards in many places had never heard of a physicist and made many mistakes in their classification? . . .

LOUIS R. WEBER
Head of Dept. of Physics
Colorado State College
Fort Collins, Colo.

● To Reader Weber and all other physicists, all credit.—ED.

NEW ENGLAND DATE

Sirs:

We New Englanders like to claim the earliest possible dates for the settlement of our towns, but I hope no one takes that fascinating map of New England in 1634, printed in your magazine (May 21), as proof.

That date, unfortunately, is much too early. For instance, Saybrook was founded in 1635, Providence in 1636, New Haven, Exeter and Rowley in 1638. If I remember correctly, Haverhill was settled in 1640. In the 1690s Haverhill and Groton were still frontier towns being raided by the Indians, who also picked off one of my Chelmsford ancestors when he rowed across the river to milk his cows. . . .

BARBARA SPOFFORD
Baltimore, Md.

● LIFE was in error. The map was printed in 1677 in a book entitled *A Narrative of the Troubles in New England*.—ED.

Sirs:

. . . Your illustrations cover some of the rarest maps of America. I should like to add, however, that two great book collectors made this exhibition possible, William M. Elkins and Dr. A. S. W. Rosenbach.

Mr. Elkins' collection of Americana is very little known although it is one of the really great collections in America. Dr. Rosenbach's interest in fine books is, I think, known to almost everyone. . . .

F. H. PRICE
Librarian

The Free Library of Philadelphia
Philadelphia, Pa.

AMERICAN LOOK

Sirs:

It was indeed gratifying to me to see how intelligently and well you presented the article "What Is The American Look?" in the May 21 issue of LIFE.

It was a stroke of genius on Dorothy Shaver's part to have originated the "American Look." I believe that it will be of value to the entire industry and also the American public.

NETTIE ROSENSTEIN
New York, N. Y.

Sirs:

. . . These well-groomed, sophisticated young ladies are far from the average American girl. The particular species described in your article blooms only in large cities in certain fashionable sections. Transplanted, they flourish well, but they must mature in their natural habitat.

Their styles and mannerisms are copied all over the country, but the imitations are, at best, only imitations and

ALAN LADD . . .

versatile star of Paramount's SALTY O'ROURKE
... always a dependable performer.



Dependable Performers



Millions of Stratford users agree...the test of a good pen is performance—not price! And the popular priced Stratford Conqueror is a favorite because it's always dependable. Everyone likes its satin-smooth point... handy push-button filler... handsome, streamlined design. Ask for the Stratford Conqueror—and you'll discover real writing pleasure.

The
Conqueror
(Illustrated actual size)

Stratford
THE DEPENDABLE PEN

SALZ BROTHERS INC. • SALZ BUILDING, NEW YORK 1, N.Y.

(continued on p. 11)

Emergency Exit ! ...1906

"Hold 'er, Newt!" ... some wag from the sidewalk shouts, as all that Pa's furious cranking produces is lots of noise but very little success. Ma seems a bit excited, too, as she and Junior scramble through that "convenient tonneau entrance from the rear." Nothing very serious wrong, no doubt, since this is an Oldsmobile, the biggest selling, most popular car on the road . . . Still, Pa looks as if he would appreciate some really expert assistance, which, in those early days, was almost impossible to find.



Emergency Entrance !...1945

Today, "when a fellow needs a friend," there's an Oldsmobile Dealer somewhere nearby . . . who's ready and willing and thoroughly equipped to help you out. But remember, he's not there for emergencies only. His big job is *preventing trouble*, taking such good care of your car that emergencies won't develop. See him regularly for lubrication and thorough inspection. And if he recommends other service,

let him perform it. He has trained mechanics, modern equipment and a good stock of replacement parts . . . everything it takes to do the job right. Particularly if your war-time car is a quality-built Oldsmobile, you'll enjoy the nearest thing to trouble-free performance by making your Oldsmobile Dealer's place of business, not just an emergency entrance, but a regular "port of call!"

BUY WAR BONDS . . . TO KEEP 'EM FIRING!



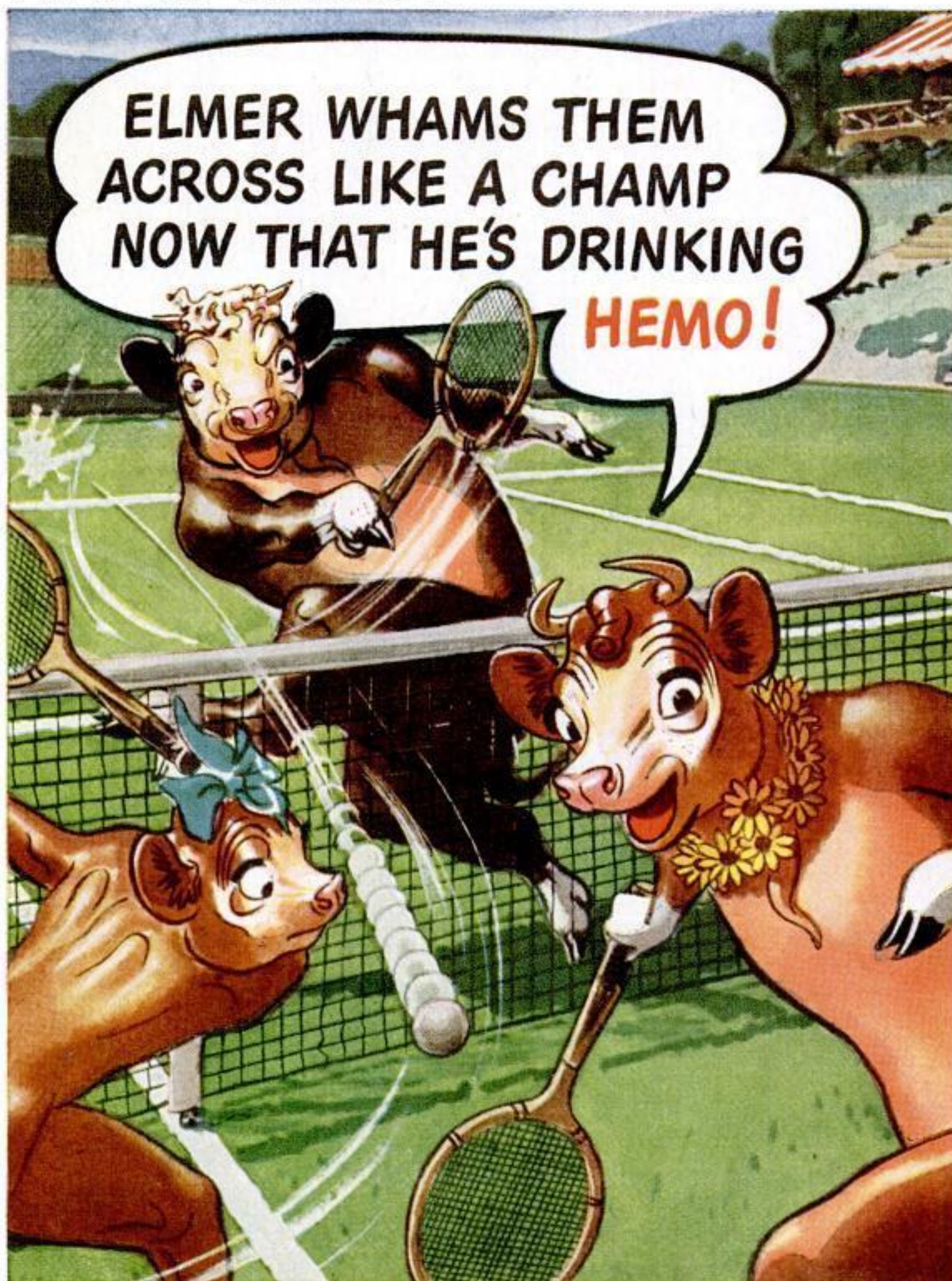
OLDSMOBILE DIVISION OF GENERAL MOTORS

AMERICA'S OLDEST MOTOR CAR MANUFACTURER

BEFORE HEMO!



AFTER HEMO!



Get your vitamins the better **HEMO** way!

Do you know that certain vitamins act as "sparks" that fire the foods we eat? Convert them into energy to run our bodies?

So, when you lack pep, zip, zing, remember: you're probably not getting *enough* vitamins (3 out of 4 of us aren't)!

Why not start *today* to get enough of these vital food elements? And why not get them the *better* HEMO way?



HEMO is a glorious-tasting, chocolate food drink. *Protein-rich!* Contains, in addition to vitamins and minerals, many other food elements necessary to vital well-being!

And HEMO is so richly fortified with vitamins and minerals that just 2 glasses made with milk supply your **ENTIRE DAY'S NEEDS**—according to government standards—of Vitamins A, B₁, B₂(G), D, Niacin; and the important minerals, Iron, Calcium, Phosphorus!

It's mighty fine to get both vitamins and minerals! For certain vitamins do a bang-up job for you *only* when acting in combination with certain minerals!

Just 59¢ for the full-pound jar of HEMO, America's leading vitamin-fortified food drink; at grocery and drug stores.



HEMO exceeds adult requirements!

Minimum daily needs set by U. S. nutritionists		2 servings of HEMO, made with milk, give
4000 USP units	VITAMIN A	4900 USP units
333 USP units	VITAMIN B ₁	400 USP units
2 milligrams	VITAMIN B ₂	3 milligrams
400 USP units	VITAMIN D	410 USP units
(Not set)	NIACIN	10.3 milligrams
10 milligrams	IRON	15.7 milligrams
750 milligrams	CALCIUM	950 milligrams
750 milligrams	PHOSPHORUS	750 milligrams

© Borden Co.

JUST ONE GLASS OF HEMO GIVES YOU:

The Vitamin A in 3 boiled eggs!

PLUS

The Vitamin B₁ in 4 slices of whole wheat bread!

PLUS

The Vitamin B₂ (G) in 4 servings of spinach!

PLUS

The Vitamin D in 3 servings of beef liver!

PLUS

The Niacin in 3 servings of carrots!

PLUS

The Iron in ½ pound of beef!

PLUS

The Calcium & Phosphorus in 2 servings of cauliflower and 1 serving of cooked green beans combined!



IF IT'S BORDEN'S

IT'S GOT TO BE GOOD!

Borden's

Hemo

Drink your vitamins and like 'em!

CAMERA STUDIES

by self-styled Sons of Heaven



"American prisoners carry their wounded in blankets on death march from Bataan. Practical Japanese give wounded comrades hand grenades for honorable suicide."



"Chinese captive granted extra moment of life, but only while noble son of Nippon holds heroic pose for snapshot to delight honorable folks back home."

Photography is our business, but we're working hard to hasten the day when it will be impossible to take photographs like those above. Making high-precision optical instruments for the Army and Navy is our full-time job—until the time when people everywhere can be photographed, without heartbreak and without shame.

Every War Bond you buy in the 7th WAR LOAN DRIVE means another blank page in the photo album of barbarian atrocities

UNIVERSAL CAMERA CORPORATION
NEW YORK • CHICAGO • HOLLYWOOD

LETTERS TO THE EDITORS

CONTINUED

are not to be confused with the real thing.

Perhaps the day will come when the girls in small towns and many large cities will realize that simplicity is the keynote to glamour, but the harder they try to copy the "New York manner" the less they will succeed.

However, three years away from home has made the memory of these lovely young ladies fade a bit and I therefore thank you for clarifying my mental pictures.

CPL. JOHN GOLDSTON, AACs
Scott Field, Ill.

Sirs:

Here is an "American Girl" of the 1860 period. It was not fashionable to



1860 VERSION

smile then, but the "Look" is there just the same.

PHILIP KAPLAN
Long Island City, N. Y.

Sirs:

You say, "Her shoes . . . fit her, are good for walking and never run down at the heels."

Brother, visit any chiropody office and watch the parade of women (approximately 3 to 1 over men). You will be shown the long-term effect of such shoes. Women are showing increasing judgment in selecting shoes, but there is still room for improvement.

ROBERT FRANZ, D.S.C.
Chiropodist

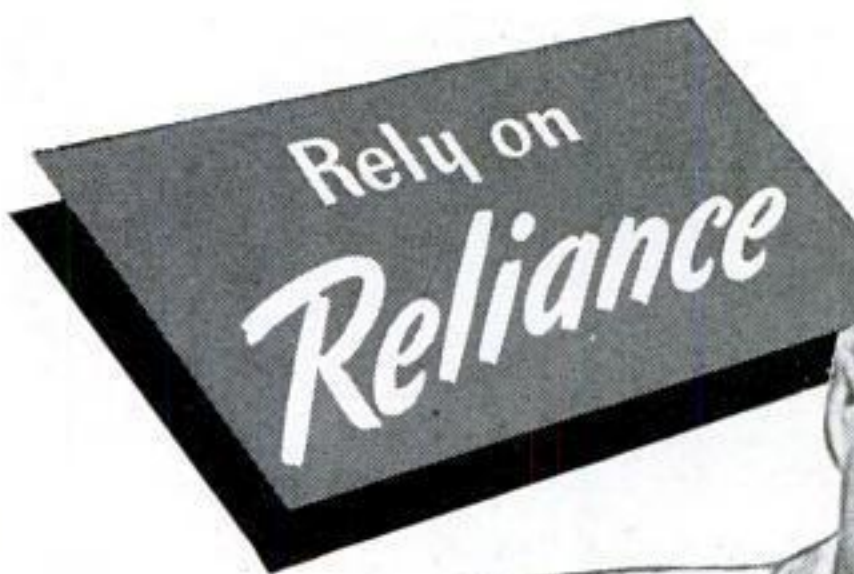
Idaho Falls, Idaho

Sirs:

Your "American Look" is having dire repercussions in my household. My not-quite-8-year-old daughter demands braces on her teeth, harlequin-frame glasses and long legs. Her bath time stretches into infinity and she's guzzling double orders of orange juice. I can't even get my hands on the hairbrush for the purpose for which it is most needed. My look is daggers at LIFE.

ARLINE FISHER BEDEAUX
Selinsgrove, Pa.

Time, LIFE, Fortune and the Architectural Forum have been cooperating with the War Production Board ever since Jan., 1943, on the conservation of paper. During the year 1945 these four publications of the Time group are budgeted to use 73,000,000 pounds (1,450 freight carloads) less paper than in 1942. In view of resulting shortages of copies, please share your copy of LIFE with your friends.



ENSENADA Shirts

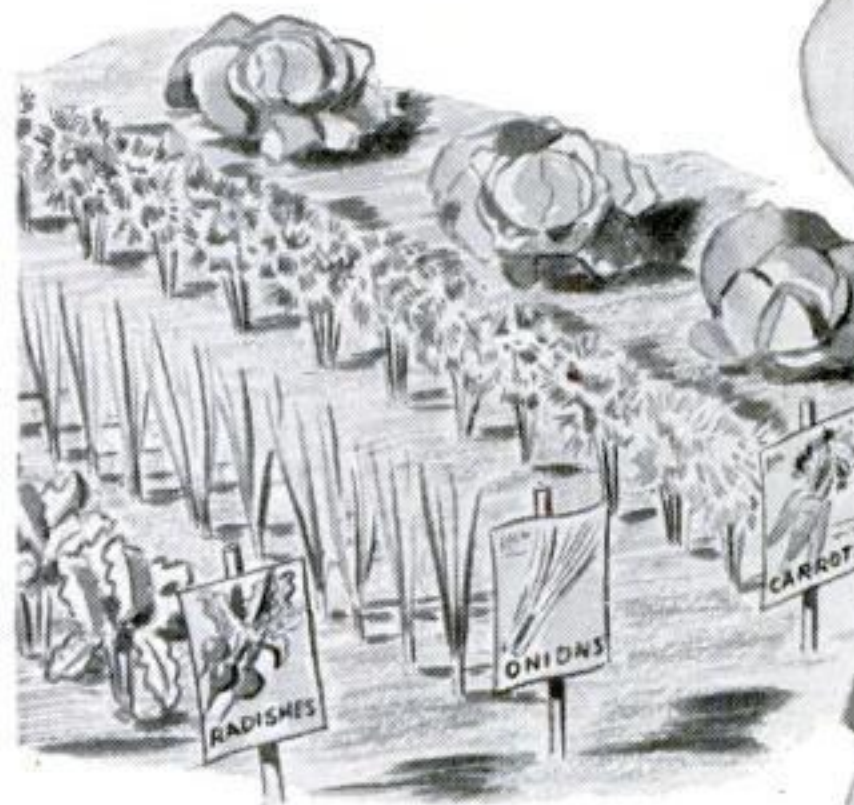
for Men and Boys

Half the fun in wearing Ensenadas comes from their comfortable roomy feel. The other half is knowing that they're style-correct and made of Reliance tested fabrics that lengthen their wear-days and assure war-time economy.

They're in fancy weaves and solid-color Relon rayon, gabardines, poplins and broadcloths. Wear them in-or-out, 2-way collars, long or short sleeves. Better stores everywhere feature them as often as our military obligations permit civilian shipments.

More V-Gardens Urged this Year!

Uncle Sam says, "The need this year is greater than ever. Help yourself and your country by growing your own fresh vegetables."

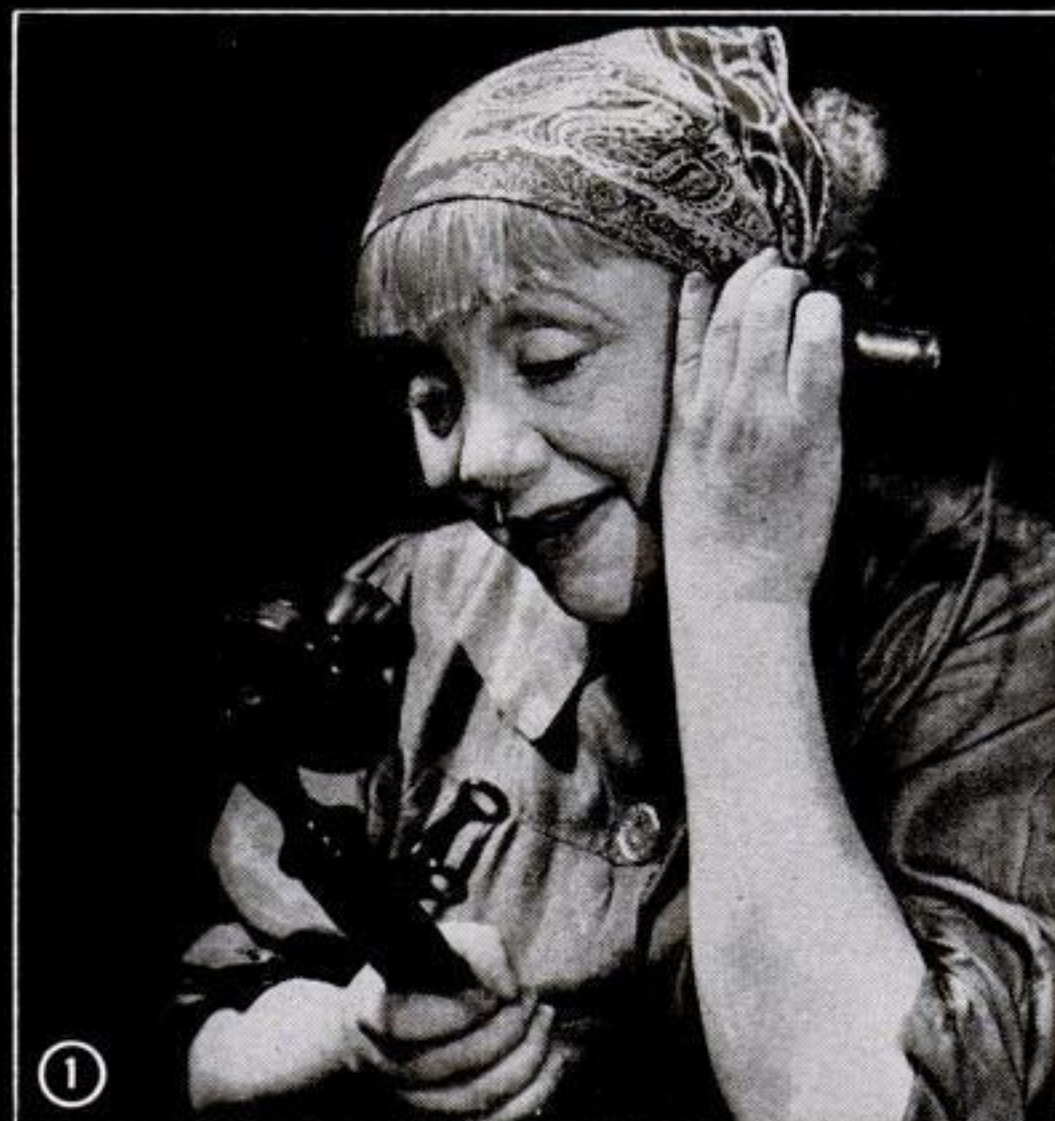


RELIANCE MANUFACTURING COMPANY

212 W. Monroe St., Chicago 6, Ill.
New York Offices: 200 Fifth Ave., 1350 Broadway

MAKERS OF Universal Shirts and Pajamas • No-Tare Shorts • Yank Jr. Boys' Wear • Aywon Shirts • Yankshire Jackets • Kay Whitney and Happy Home Dresses • Big Yank Work Clothing





①

IDA SCOTT? THIS IS AMANDA WINGFIELD.
WE MISSED YOU AT THE D.A.R. LAST MONDAY



②

FIRST, I WANT TO KNOW ABOUT THAT SINUS.
HEAVEN HAVE MERCY! YOU'RE A CHRISTIAN MARTYR



③

YOU HAVEN'T RENEWED YOUR SUBSCRIPTION ...
JUST WHEN THAT NEW SERIAL IS GETTING OFF...



④

A DEBUTANTE IS THROWN OFF HER HORSE ...
WHILE TAKING THE JUMPS AT THE REGATTA



⑤

HER SPINE IS INJURED. YES, THAT'S RIGHT, IDA,
THE HORSE STEPPED RIGHT ON HER



⑥

THERE IS ONLY ONE SURGEON WHO CAN SAVE HER
FROM BEING PARALYZED FOR LIFE ...



⑦

AND HE IS THE MAN SHE IS ENGAGED TO MARRY. ...
HE HAS THE MOST DREADFUL WEAKNESS—HE DRINKS



⑧

WHAT? BURNING? OH, HONEY, DON'T LET THEM BURN.
GO TAKE A LOOK IN THE OVEN



⑨

AND I'LL HOLD THE WIRE. ...
WHAT DO YOU KNOW—THAT WOMAN HUNG UP ON ME!

SPEAKING OF PICTURES . . .
. . . LAURETTE TAYLOR DOES SEASON'S BEST ACTING



ELLA CARTWRIGHT, THIS IS AMANDA WINGFIELD.
I WANT TO ASK ABOUT THAT KIDNEY CONDITION



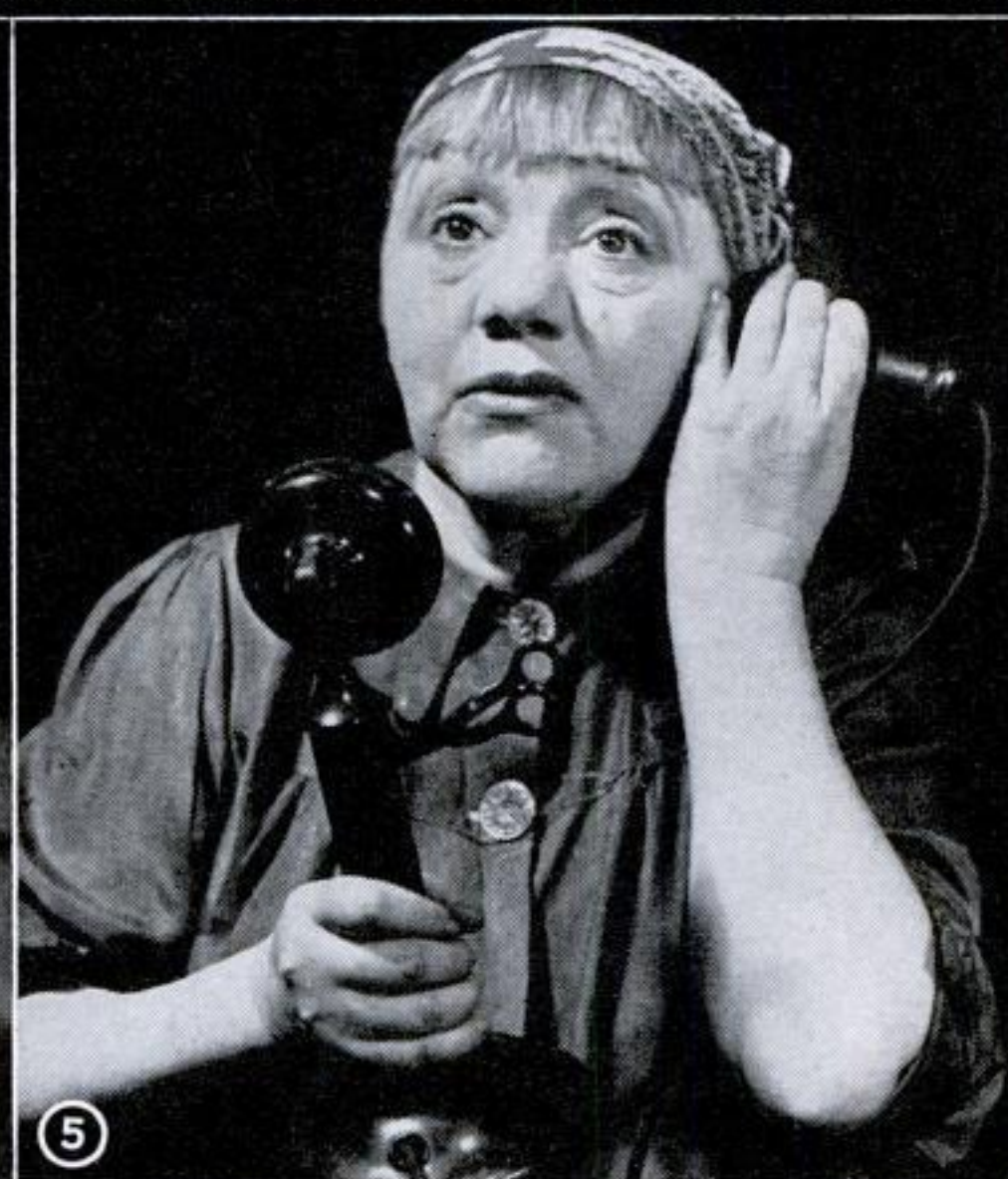
OH! IT HAS COME BACK. HORRORS!
YOU'RE A CHRISTIAN MARTYR, THAT'S WHAT YOU ARE



I HAPPENED TO NOTICE
THAT YOUR SUBSCRIPTION HAD RUN OUT



... JUST WHEN THAT NEW SERIAL IS GETTING OFF
TO SUCH AN EXCITING START



OH, YOU HAVE READ IT.
HOW DO YOU THINK IT'S GOING TO TURN OUT?



OH, NO, SHE WOULD NEVER DO THAT.
BESSIE MAE HARPER NEVER LETS YOU DOWN



NO, I THINK THAT BOY IS GOING TO STRAIGHTEN
HIMSELF OUT AND EVERYTHING WILL BE FINE



WE HAVE TO HAVE COMPLICATIONS FIRST ...
YOU SOUND SO MAD, ELLA



WHAT ARE YOU SO MAD ABOUT?
OH, IT'S ONLY 7 O'CLOCK IN THE MORNING

These photographs record the scenes which 1945 playgoers recognize as the finest acting done on Broadway this season. The actress is Laurette Taylor in Tennessee Williams' play, *The Glass Menagerie* (LIFE, April 30). In these now-famous scenes Miss Taylor uses an expressive face, an artful voice and a stage telephone to conduct conversations which are doubly eloquent for being one-sided.

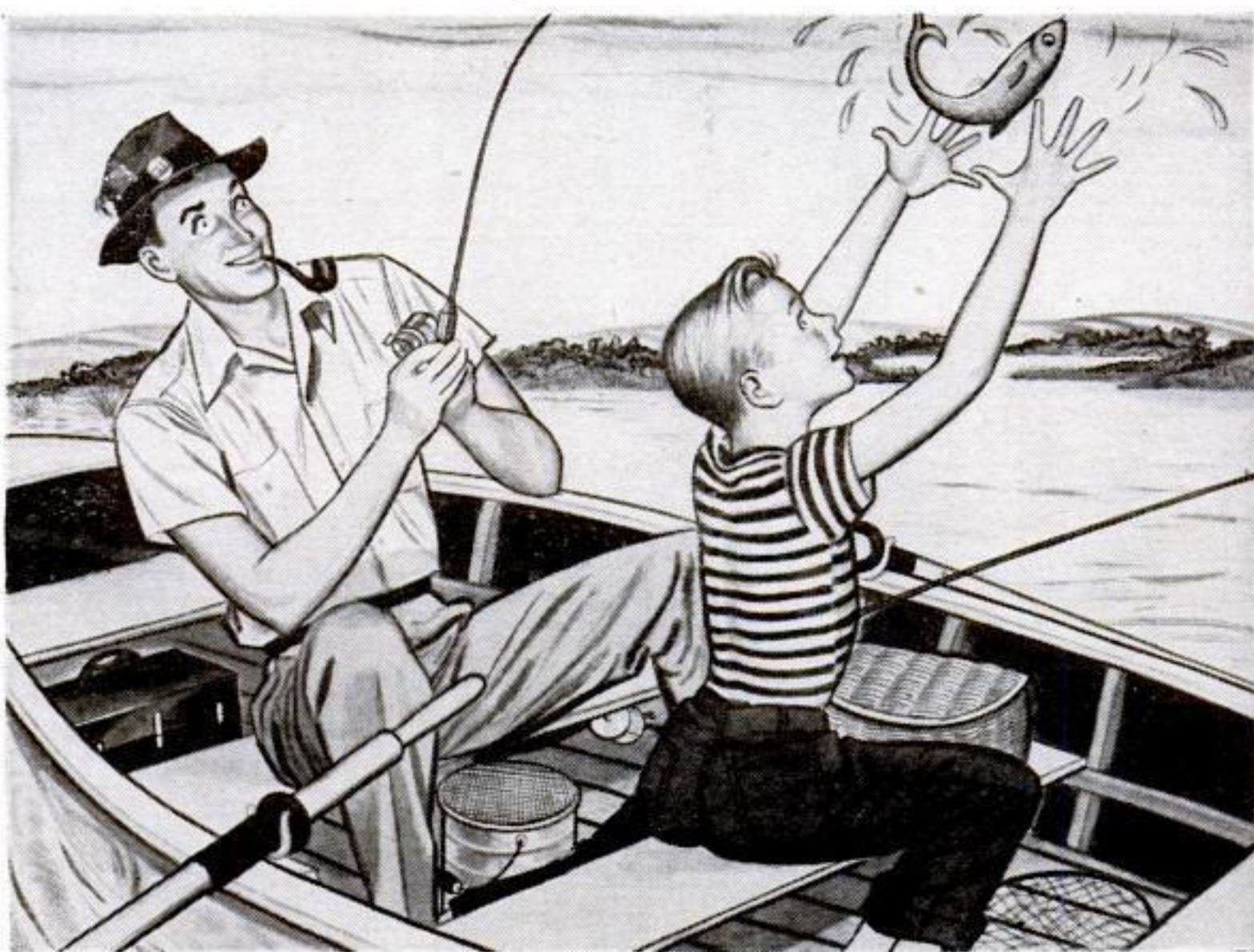
As an impoverished Southern belle, Miss Taylor solicits magazine subscriptions. Here are two of her sales talks, one which fails (*opposite*), another one (*above*) which ends successfully on next page. An unmitigated improviser, Miss Taylor makes up new lines practically every night. Those printed here are based largely on the text of *The Glass Menagerie* to be published soon by Random House (\$2).



Chapter 1—Gloom in Dad's Room!

6 A. M. Go Fishing? Not Dad! He's logy, head-achy, uncomfortable. But maybe a speedy laxative is the ticket!

If so, Mom has the right idea! Quick, pop! Have a glass of sparkling, refreshing Sal Hepatica right now!



Chapter 2—Excitement on Loon Lake!

8 A. M. Dad lands a whopper! Looks as though Sal Hepatica came to the rescue, all right! Taken first thing in the morning, it usually acts within an hour—brings quick, ever-so-easy relief. Helps counteract excess gastric acidity

too—does wonders in turning a sour stomach sweet again.

No wonder 3 out of 5 doctors, interviewed in a nationwide survey, recommend gentle, speedy Sal Hepatica. Try it, next time you need a laxative!

**Whenever you need a laxative
—take gentle, *speedy*
SAL HEPATICA**

Get a bottle of Sal Hepatica today, remembering this. Caution: use only as directed. Sal Hepatica's active ingredients: sodium sulphate, sodium chloride, sodium phosphate, lithium carbonate, sodium bicarbonate, tartaric acid. Ask your doctor about the efficacy of this prescription. Sal Hepatica is a product of Bristol-Myers.

TUNE IN { "EDDIE CANTOR"—Wednesdays, NBC, 9:00 P.M., E.W.T.—
"THE ALAN YOUNG SHOW"—Tuesdays, Blue Network, 8:30 P.M., E.W.T.

SPEAKING OF PICTURES

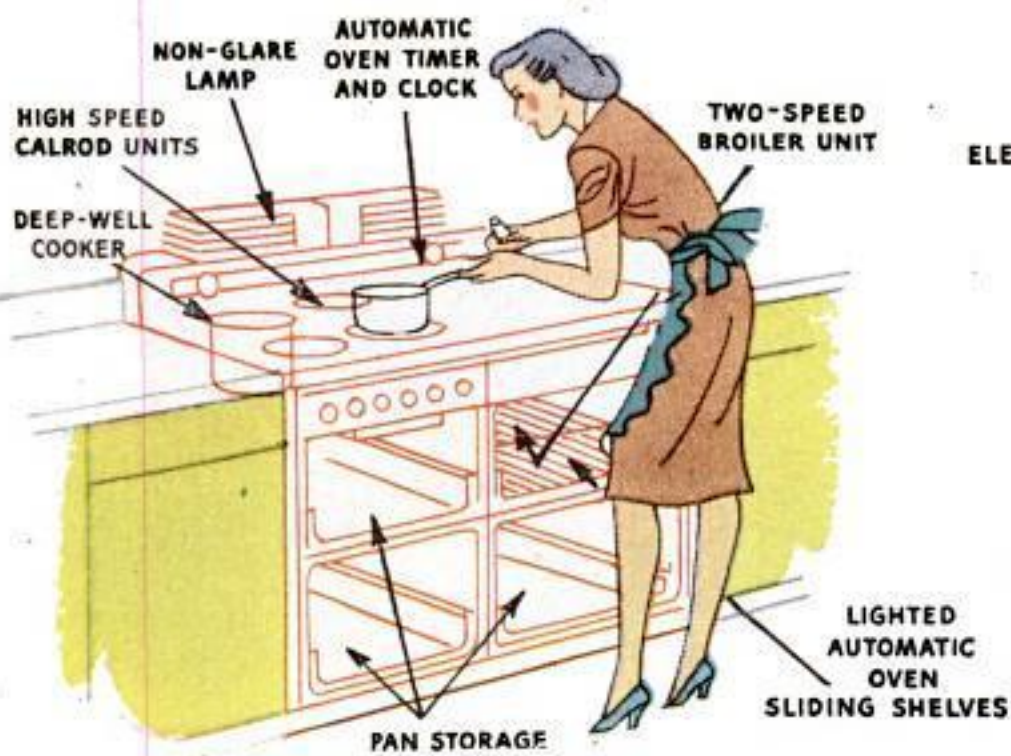
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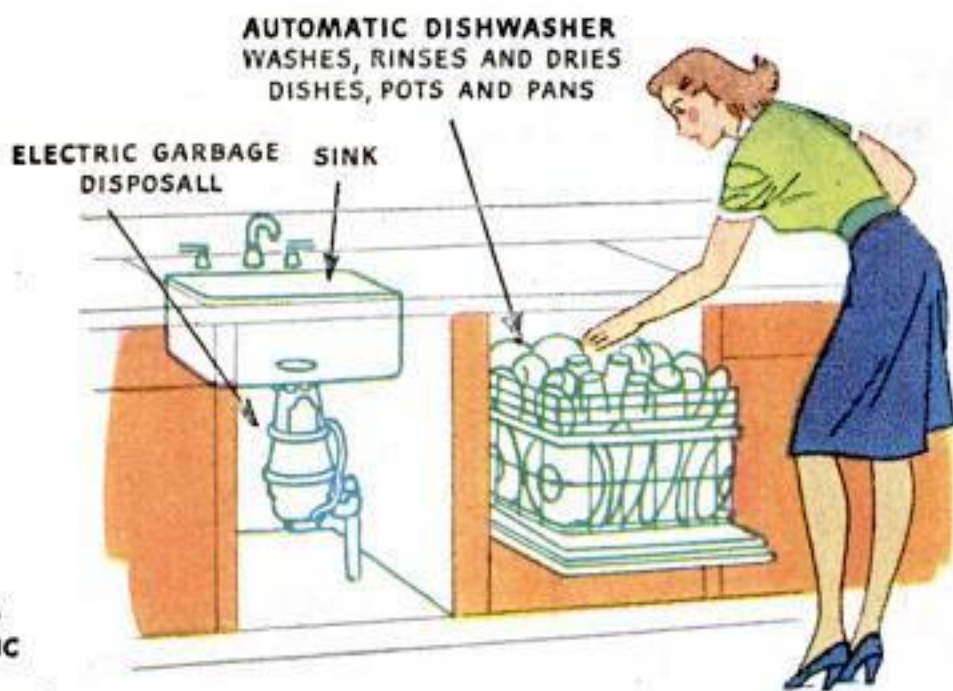
I FORGOT THAT YOU SLEPT UNTIL NOON. I JUST FORGOT THAT ANYBODY WAS ALLOWED TO SLEEP THAT LATE. I'M SORRY



I CAN'T SAY ANY MORE THAN I'M SORRY, CAN I? . . . OH, YOU WILL RENEW YOUR SUBSCRIPTION WITH ME? WELL, BLESS YOU



1 Cooking Center. Your Hotpoint Electric Range should be installed conveniently near refrigerator and sink to do away with needless steps. ★ ★ ★ Electrically lighted Hotpoint Steel Cabinets provide handy storage space for cooking utensils.



2 Dishwashing Center. To save work, this unit should be between the other two centers. Dishes are washed *hygienically* clean by the Hotpoint Automatic Dishwasher. ★ ★ ★ Food waste is whisked away *electrically* by Hotpoint Garbage Disposall. Hotpoint Steel Cabinets furnish room for dishes.



3 Food Storage and Mixing Center. Cut down unnecessary steps by placing your Hotpoint Electric Refrigerator on side nearest outer door through which supplies are brought. ★ ★ ★ The maple cutting board belongs near refrigerator—with Hotpoint Steel Cabinets to store equipment.



Cost of a Hotpoint Electric Kitchen averages about 10% of home-building costs.

Cut your kitchen time with **3 HOTPOINT WORK CENTERS**

BY FITTING each new electric servant into a general scheme, your postwar kitchen can be a model of convenience! Hotpoint Work Centers—a system of arranging kitchens to cut time and work—are the modern way to increase the efficiency of appliances.

Hotpoint has explained the work-center idea in an attractive, 24-page booklet, "Your Next Kitchen by Hotpoint." You'll also discover expert guidance on wiring and lighting; six full-color illustrations of model

kitchens; descriptions of the entire line of Hotpoint appliances; and pages more of advice on buying a new kitchen or remodeling an old one!

Take steps now toward building a kitchen that will give the most service for your money! Send ten cents with coupon for your copy of the Hotpoint book!

Hotpoint DEPENDABILITY ASSURED
BY 40 YEARS EXPERIENCE

HOTPOINT

Electric Kitchens

Electric Ranges • Water Heaters • Refrigerators • Home Freezers
Dishwashers • Combination Refrigerators • Wringer-Type Washers
Automatic Washers • Clothes Dryers • Portable Ironers • Table-Type
Ironers • Garbage Disposalls • Cabinet-Sinks • All-Steel Cabinets

**Edison General Electric
Appliance Co., Inc.**

5627 West Taylor St., Chicago 44, Ill.

● Enclosed please find ten cents in coin or war stamp, for which send me your new kitchen planning guide entitled, "Your Next Kitchen by Hotpoint." (This offer available in Continental U.S. only.)

Name _____

Address _____

City _____

State _____



*It's
growing time
in the land of the
Green Giant*



GREEN GIANT BRAND PEAS

Planted 30 to 60 days ago, from our exclusive breed (S-537) which grows to large size when still very young and tender. Early plantings now in full bloom. Harvesting starts soon.



NIBLETS BRAND WHOLE KERNEL CORN

Early plantings from our exclusive breed (D-138) now showing above the ground. Famous for those tall, sweet, golden kernels.



Both packed at the *fleeting moment*
of perfect flavor.



"GREEN GIANT" AND "NIBLETS" BRANDS REG. U. S. PAT. OFF.

Packed only by Minnesota Valley Canning Company, headquarters, Le Sueur, Minnesota, and Fine Foods of Canada, Ltd., Tecumseh, Ontario. Also packers of the following brands: Niblets Mexicorn, Del Maiz Cream Style Corn and Niblets Asparagus.

© MVCCO.

LIFE'S REPORTS

HOW WE LOOK TO MOSCOW

Soviet reporters analyze San Franciscans

by CRAIG THOMPSON

Working American newspapermen, like Time and LIFE's Moscow Bureau head, Craig Thompson, never get accustomed to the insistent Soviet journalistic practice of working ideological propaganda into news stories. When Russian reporters sent dispatches back from San Francisco, Thompson noticed a curious new combination of journalistic styles. Along with the usual sharp-eyed ideological criticism was a wide-eyed tourist's view of a new kind of country. Here Thompson reports on Russian reports on the U. S.

Moscow

Soviet reporters are usually contemptuous of relevant details. They are generally addicted to ideological clichés. But since the conference in San Francisco opened, there has been a breath of fresh air occasionally flowing through the columns of *Izvestia*, *Pravda* and *War and the Working Class*. In reality it is only a zephyr and freighted with the unmistakable fragrance of banana oil at that, but it has been hitting Russian and foreign readers of Moscow's press like a spanking breeze.

For this the Muscovites are indebted to two reporters. One is a man who signs his pieces E. Zhukov and the other is a woman named N. Sergeeva. To E. Zhukov and N. Sergeeva, San Francisco and Americans apparently became a fascinating artichoke, and they have been undressing that 'choke for their Moscow readers almost at the rate of a leaf a day.

One Sunday in San Francisco, Tovarisch Sergeeva went for a walk. This is what she saw: "Crowds in the center of the city are mostly women dressed in all colors of the rainbow. The sharpness of colors of women's clothes is dictated by the desire to create a sort of counterweight to American standardization. With the aid of the cinema and stores selling ready-made clothing this standardization has made its imprint on the appearance of the people. A girl without a hat with a paper rose in her hair, a dressed-up lady in a luxurious automobile, a housewife and a girl student—all attempt to copy as closely as possible in clothing and headdress the stylish movie star. Not for nothing did the cosmetic industry of America in peacetime rival in scale of capital investment certain branches of heavy industry.

"On Market Street among the innumerable cinemas, restaurants, cafés, department stores, stores selling ready-made clothing and drug-stores there are lost several bookstores. One of the windows with a tremendous, beautifully bound Bible in the foreground attracts the attention of the passers-by. We look into the window—here is a long row of a few books. What purely American variety! Collections of verses and anecdotes, novels and short stories, a new translation of *Faust*. Scientific works are also here: *Astrology—Its History and Influence in the Western World*. Then *How to Read Better and Faster!*—evidently guidance for the businesslike American—and *Psychology of Woman* and *How Never to Be Tired*. The selection of certain books bears, however, a politically purposeful character. Thus one Friedrich Hayek—*Road to Serfdom*. On the jacket of the book is an explanation: 'Are the democracies unknowingly traveling the totalitarian road?' The sense of this book is clear. In the place of honor is the anti-Soviet slanderous brew of White [I guess she means *Report on the Russians* by William L. White] which has aroused such indignation in the progressive press. Near by is displayed an American edition of Hitler's *Mein Kampf*. Surrounding this literature, if I may call it that, is a trimming of the most veritable pornography. The names of these books are impossible to give; they are very frank and leave no doubt as to their contents. This whole assortment is completed by a handbook: *Where to Sin in San Francisco*—'200 pages of text and 100 illustrations.'"

These researches by Sergeeva appeared in *Pravda*. Not to be outdone, *Izvestia* next morning broke out with a piece of original research by Zhukov. Troubled by statements of American correspondents he had met, to the effect that Americans never read anything

CONTINUED ON NEXT PAGE



"I set the whole town talking"

IF YOU WANT to spread news fast, telephone... or (they say) tell a woman!

Well, a lot of good ideas get passed around both ways these days. Victory Garden hints... meatless menus... how to make household linens last longer. And that's sure to set somebody off on a rave about Pequot sheets.

Take the case of Mrs. Hubert Norman, of Moline, Illinois.

When Mrs. Norman was married, her mother gave her a dozen Pequot sheets. She didn't realize then just how fortunate she was. She thought any sheets would wear, if given good care. But, a few years later... well, let's quote her letter:

"Imagine my surprise, to meet some of the girls who had married the same month I did... shopping for replacement sheets."

Replacements? So soon? They couldn't believe her when Mrs. Norman assured them her Pequots were still snowy, soft and firm. So she invited them over to see:

"I showed them! And I also showed

them my pet sheet-saving trick... alternating the wide hems, first at top and then at the bottom. Believe me, those girls rushed out and got Pequots. And told their friends to do the same. My little demonstration set the whole town talking about these wonder sheets."

Today you can't always go right out and get Pequots. If your store is short, it is because the needs of our armed forces must come first. We're doing our best to supply some Pequot sheets for retail stores. Pequot Mills, Salem, Mass.

PEQUOT SHEETS

so good-looking



so long-wearing

BUY MORE WAR BONDS

Are you falsely accused
of being a snob?



It's a very short and common story: "Girl meets boy at a party... fails to recognize him on the street next day." But it's not a story of girl being snobbish. The simple truth is, her eyes need professional attention. And properly styled glasses do not detract from feminine charm. Consult an Optometrist, an Ophthalmologist or an Optician. Remember,
Better Vision Means Better Living.

"Shurset"

a name worth knowing

When glasses are prescribed, ask for Shurset Ful-Vue mountings. Made by Shuron Optical Company—Shursets are exceptionally strong, smart in appearance and, most important, they keep your professionally prescribed lenses in true alignment for better vision. Only Shuron makes Shurset mountings.



Shuron SMART EYEWEAR

Shuron Optical Company, Inc., America's largest manufacturers of optical machinery—and, since 1864, makers of ophthalmic materials and instruments for the exclusive prescription use of the profession. Sales and Executive Offices, Geneva, N. Y. Plants at Geneva, Rochester and Mt. Vernon, N. Y.

LIFE'S REPORTS CONTINUED

but comic strips, Zhukov set out to find the average American. This is his report: "I hasten to assure American journalists—Americans do not read only flat jokes on the pages of comic supplements. They read articles. Even on Sundays.

"Today is Sunday. . . . In a park filled with all kinds of tame animals, little boys amuse themselves by feeding squirrels, peacocks and swans. Flowery amazons accompanied by fat pseudocowboys ride horseback along the beach. Girls on the beach try to free themselves from the remainder of their clothing.

"On a bench near me sat four Americans—two couples. Suddenly my attention was attracted when one of my neighbors flung down the newspaper he had taken from his pocket. He exclaimed, 'These cursed newspapermen. They are already chattering about a third world war.' Said one of the women, 'We have not yet finished this war. Are there people for whom this one is not enough?'

"With charming seriousness one of the women asked, 'Tell me, Trieste is not an American city, is it?' Not wishing to divulge the secret of the answer to this high diplomatic question, I content myself with a statement of fact: the answer was given in general correctly.

"In the evening I dropped into the cinema theater. In a dark hall filled with sailors, office workers and the simple man in the street, I saw on the screen the beloved face of Comrade Stalin and my heart beat gladly when hand clapping resounded in the hall. I then thought that the average American has all the bases for scorning the dirty reactionary brew of Hearst, McCormick and company. He cannot believe the poisoned provocations of Scripps-Howard pseudoliberals and their like. For this average American is the great American people which is able to tell who are its friends and who are its enemies, and therefore wishes to live in peace and friendship with the great people of my country."

Sergeeva next looked into the U. S. press corps and reported in *War and the Working Class*: "Correspondents don't waste any time. In the intervals between sessions and on the day when there are no sessions, they go after the people they need. In the hotels they besiege press attachés, delegates and advisers. Can anything be concealed from the ubiquitous American press?

**You BET
It's GOOD—it's a
Brentwood**

Remember
**FATHER'S
DAY**
Sunday, June 17

America's Finest
SPORTSWEAR

How smart you'll look in a Brentwood! Smooth, easy lines—rich fabrics—smarter styling—every finer detail for the man of quality. Brentwood short-sleeve casual shirts, \$3 to \$6.

At Better Stores Everywhere

BRENTWOOD SPORTSWEAR—PHILADELPHIA—NEW YORK

**MEDICO
FILTERED
SMOKING**

REMOVABLE FILTER
(famous in pipes)
**A SENSATION IN
CIGARETTE
AND CIGAR HOLDERS**

\$1
WITH BOX
OF FILTERS
FREE!

The patented filter is the heart of Medico Filtered Smoking. Its 66 mesh-screen baffles whirlcool smoke—retain flakes—and absorb moisture. When filter is discolored, it has done its job. Discard it and put in a fresh one—costs only ONE CENT. Enjoy the benefits of Frank Medico Pipes, Cigarette and Cigar Holders.

ABSORBENT FILTERS
for **Frank MEDICO**

GENUINE FILTERS
FOR MEDICO
PACKED ONLY IN THIS
RED & BLACK BOX

PAT'D Baffle Screen Interior
WITH "CELLOPHANE" EXTERIOR

10 for 10¢

CONTINUED ON NEXT PAGE

LIFE'S REPORTS CONTINUED

The correspondents succeed fairly quickly in getting wind of what is being discussed at a closed conference. But to get wind of a subject does not mean truthfully reporting and explaining it. Every day, every hour the press, and particularly the local press [one Scripps-Howard and two Hearst newspapers are published in San Francisco], is full of assumptions, conjectures and open and concealed provocation."

But Zhukov probed even more deeply, and this in *Izvestia* is what his penetrating forceps produced: "Lovers of statistics declare that the amount of drinks consumed at journalistic cocktail parties are in direct proportion to the astronomical number of words transmitted from San Francisco. . . . Foreign journalists of progressive views—especially if they work for the so-called big press—express much more radical views among their colleagues than they do in writing. . . . This is the natural result of a system under which a considerable part of the foreign press is subordinated to commercial business interests. A journalist valuing his position or his salary by no means always has the opportunity to write what he really thinks or feels. If his mood does not correspond to the line of the owner of the newspaper, the publisher or the editor, he cannot have his article printed. An exception is possible only in case the proprietor of a newspaper is interested in attracting this or that author for publicity purposes. In such a case a reactionary publisher does not find it embarrassing to publish and liberally pay for an article by a journalist or writer of very radical views."

"Unscrupulous enthusiasts of bourgeois freedom of the press draw from this the conclusion that the big press is 'independent,' 'objective' and so forth. This sham objectivity in most cases consists of unscrupulous publication in one and the same newspaper of articles with varied and even opposing views. Such objectivity scarcely aids the ordinary reader. At the same time it evidences the unenviable position of the independent journalist."

Independent journalists of the bourgeois press in Moscow read these dispatches from San Francisco with surprise. But the surprise came not from the opinions expressed, which were routine. It sprang instead from the amount of color and sprightly writing these two correspondents had succeeded in getting into their copy.



The Lowest Priced
Nationally Advertised
Tooth Brush
in America

only 23¢

Pro-phy-lac-tic + NYLON

IN DUST-PROOF
CARTON

**Pro-phy-lac-tic
NYLON
Tooth Brush**



**Fleas
are sneaky!**

... won't come out in the open and fight. So I need help, Lady. . . .

Let's get those fleas with Sergeant's SKIP-FLEA Powder before I scratch myself naked. Dust it thoroughly into my coat—rub it on my undersides—and watch 'em die. Don't forget the places it's hard for me to reach.

And for my bath, use Sergeant's SKIP-FLEA Soap. It slays fleas and soothes old bites as it cleans me.

You can get SKIP-FLEA Powder and Soap at drug or pet store, Lady, and end this scratching. Get Sergeant's Dog Book, too, free at stores or with this coupon.

Sergeant's DOG MEDICINES

Dept. 3-F, Richmond 20, Virginia. Send the FREE 40-page illustrated Dog Book to:

Print Name _____

Address _____

City _____ State _____

Thanks for flea relief-Pal



You CAN relieve ATHLETE'S FOOT



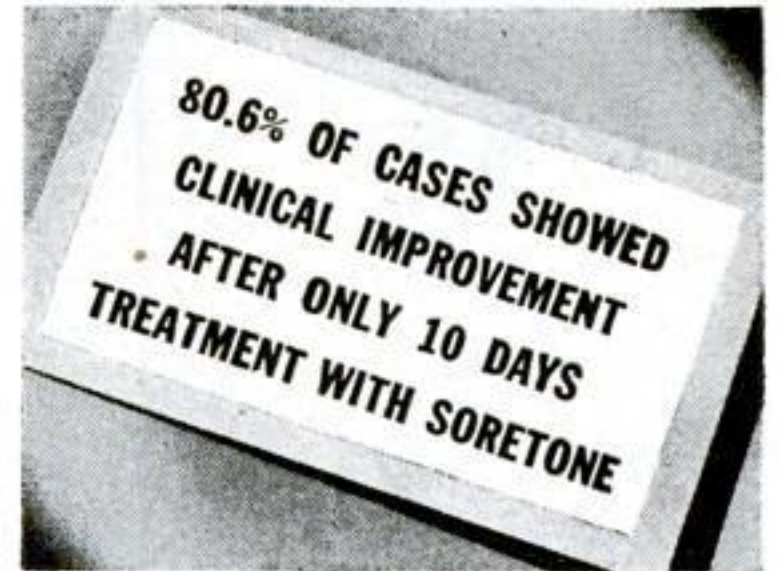
Cheer up! Even if you get a typical case of Athlete's Foot, you have at least an 80% chance of getting soothing, effective relief by using scientifically-prepared SORETONE!

This is not a figure we picked out of a hat, nor one which came out of a theoretical laboratory experiment. It is based on a real-life test on a number of people actually suffering from Athlete's Foot!

Here's the Proof . . . Impartial and Scientific



A group of people suffering from Athlete's Foot (as certified by a bacteriologist and a physician) treated the infection with SORETONE. The entire test was under the supervision of Foster D. Snell, Inc., well-known consulting chemists.



This is an actual quotation from the chemists' report! And they added this significant statement: "In our opinion, SORETONE is of very definite benefit in the treatment of this disease, which is known as Athlete's Foot."

Here's exactly what you can expect from SORETONE:

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- (2) After only 10 days of treatment according to the directions on the label, a

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Remember, this is backed by the impartial evidence of the Snell Report!

Here's why SORETONE is so effective!



It kills on contact all five of the fungi which usually cause Athlete's Foot.

The culture plate shows the action of four different Athlete's Foot preparations. The one at the right is SORETONE. Note the complete absence of fungi growth!

SORETONE is the only known Athlete's Foot preparation which contains the powerful antiseptic 4-Beta-Ethyl-Hexyl-Phenol.

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Old Enemy Invades Homes Anew

Reports from every part of the country tell of intense and concentrated attacks on the homes of America. Infiltrating and seeping through at strategic points such as chimneys, roof eaves, door and window heads, water is doing incalculable damage by rotting floor and wall structures, breaking down plaster, ruining wall paper...

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For real home protection use Revere copper, brass and other alloys wherever possible. Flashings, gutters, downspouts, termite shields, weather stripping, hot and cold water pipes, heating and air conditioning lines, hot water storage tanks and heaters are a few of the places where Revere products at little more cost than rustable substitutes can provide lifetime service. When peace comes, Revere will supply you quickly through its Distributors in all parts of the country.

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LIFE

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LIFE'S COVER

Richard Burns, whose prodigious daily eating habits are chronicled in LIFE's essay on teen-age boys (pp. 91 to 97), lives in Des Moines, Iowa. He is 17, a junior at Roosevelt High School and 6 ft. 2 in. tall. He will graduate next June. As owner of the Model T called Tooty (page 96), he is a welcome member of a club known as the Molesters. Richie (never Dick) has no steady girl, gets along fine with his older sister Betty to whom he confides all his troubles.

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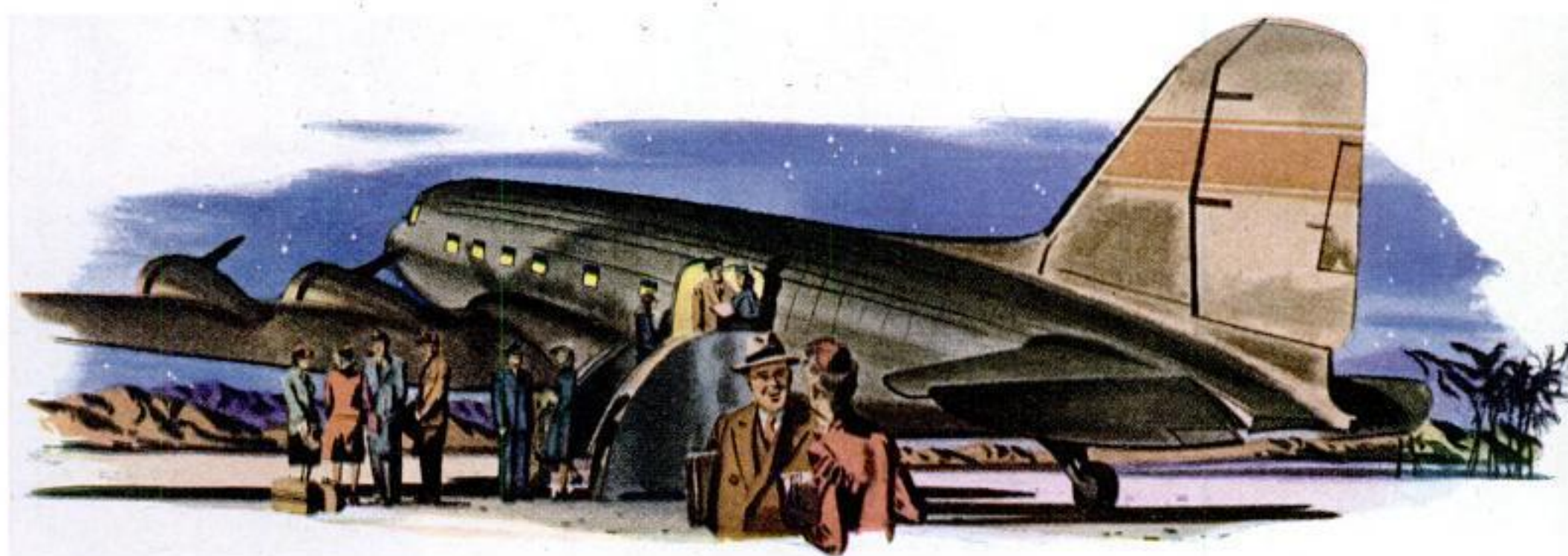
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COMFORT SECRET OF AIRFOAM is shown in this cross-section. Note how it "gives" to slightest pressure, providing uniformly restful support that invites sleep and insures complete relaxation.



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LIFE'S PICTURES

Dmitri Kessel's picture story on Middle East Oil (pp. 25-37), the first complete pictorial treatment of this world-important subject, appears simultaneously with his return from a nine-month tour of duty through Greece, Palestine, Iran, Iraq, Bahrain Island, Egypt and Saudi Arabia. It took Kessel eight weeks and 26 airplane trips to photograph the widely scattered Middle East oil fields. It was so hot that for periods Kessel could not handle his cameras without scorching his hands.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

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about
Prickly Heat!"



"Hurry up and read this, Mom—"

"Y'wanna keep my skin smooth as satin, doncha? And y'don't want me to suffer from nasty prickly heat, chafing and skin troubles like that? Well, then y'better use the *best* baby powder on me—and that means Mennen Baby Powder—it's *antiseptic*, mild and soothing!"

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*According to surveys



New style medicine ball!

ASK the Sergeant! As one of the hundreds of golf professionals in and out of uniform, he'll tell you how important that golf ball has become!

He'll tell you that "play golf" is one of the most important phases of Army and Navy programs. For, it offers recreation that takes a man out in the sun and fresh air... gives him relaxing interest and body-building exercise.

Yes, the "U.S. Royal" golf ball you knew

back in '41 has come a long way. More than helping a man "keep trim" it's now the means of helping men "get back in shape"!

As a peacetime customer for "U. S. Royals" you helped create the jobs and skill necessary in the development of the new *synthetic* rubber "U. S. Royals" being made today.

Yes, you—the American customer—supported the science and technology which have made rubber serve America so much better in

so many ways. This same research perfected a synthetic rubber golf ball to the standard that qualified it for the trade-mark, "U. S. Royal"!

The new "U. S. Royal" golf ball is being shipped to Army and Navy stations throughout the world. And, many hundreds of America's golf pros, in and out of uniform, who are using their time and talent to help our veterans "get back in the swing", can tell you how much it means to these men who gave so much.

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BEYOND THESE HILLS NORTH OF TEHRAN LIES THE "FORBIDDEN" RUSSIAN SPHERE OF INFLUENCE IN IRAN, POTENTIALLY ONE OF WORLD'S RICHEST OIL FIELDS

MIDDLE EAST OIL

TROUBLE ERUPTS AS GREAT POWERS JOCKEY FOR THE POWER THAT PETROLEUM PROVIDES

PHOTOGRAPHS FOR LIFE BY DMITRI KESSEL

The rumble of gunfire was still reverberating in Germany when a seemingly unimportant little incident occurred in the Middle East. The French, sitting uneasily atop their once-mandated states of Syria and Lebanon, which are now recognized members of the United Nations, countered demands for complete independence by bringing in more troops to reinforce their garrison. Revolt broke out against them. Syria's capital, Damascus, was shelled for four days. The number killed was insignificant in comparison to the millions who have just died in Europe, but the repercussions swept from San Francisco to Chungking.

Winston Churchill bluntly told the French to cease firing and sent British troops into Damascus. The U.S. backed up the British. The French ceased fire. Then the Russians came into the situation, asking that

this threat to the world's peace should immediately be made the concern of all big powers, including Russia and China.

De Gaulle, whose prestige took a staggering blow through the incident, belligerently replied to Churchill that the British had been stirring up Arab troubles in order to squeeze the French out of an area of French cultural and business interests. Britain maintained that no disorders could be allowed to interfere with the deployment of men and matériel to the Pacific war. The U. S., more deeply involved in the Middle East than U. S. citizens imagine, concurred.

But a big underlying reason for all this excitement was not officially mentioned. This reason was the fabulous oil of the Middle East, the world's greatest reservoir of petroleum. The French have oil interests in Iraq. The British have holdings all over the

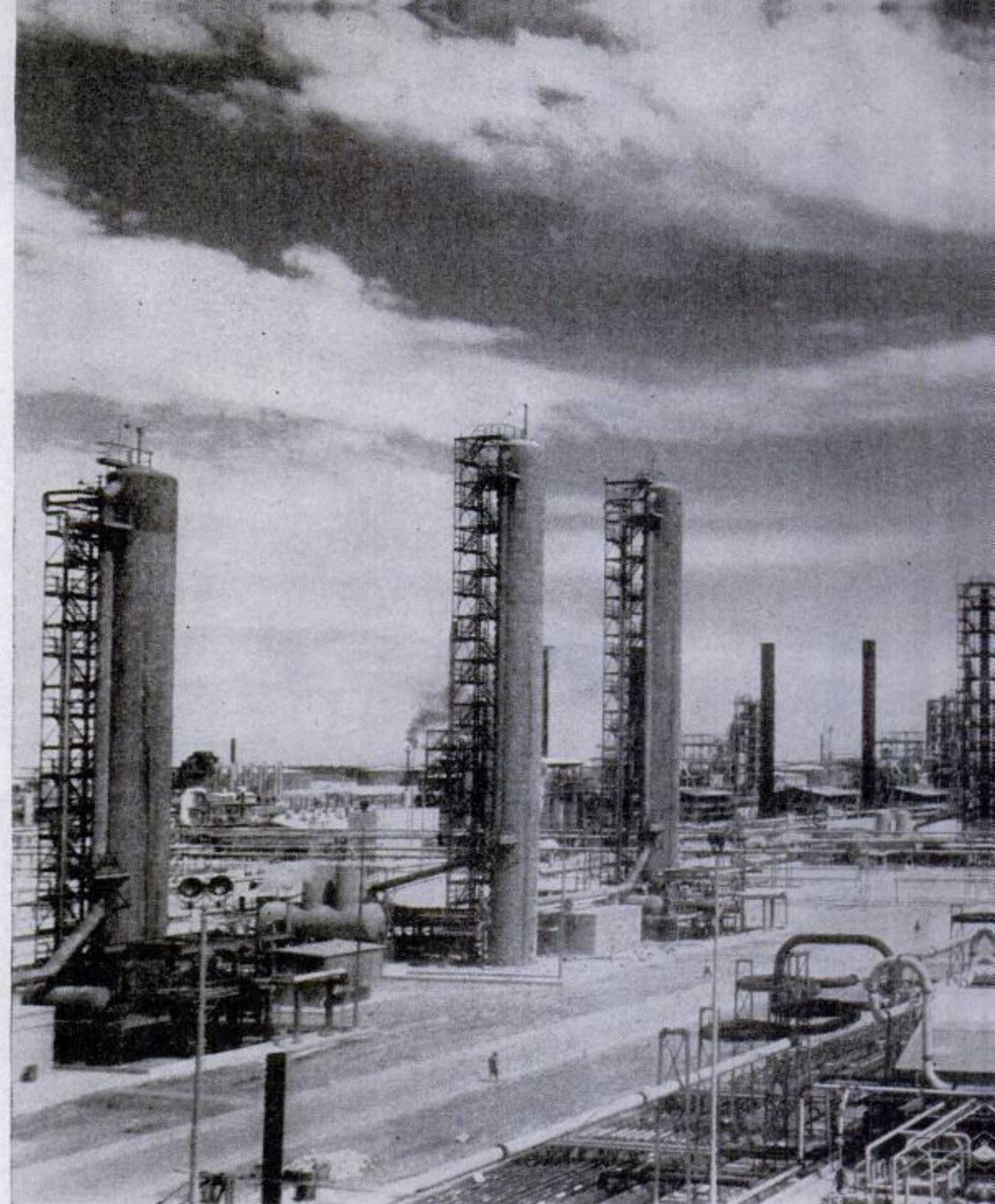
region. The U. S. has interests in Iraq and Saudi Arabia. Russia wants concessions in Iran. Control of this region's oil would give any nation a powerful last word in matters of war and peace. The French could not be a military power without their Middle East oil. Britain, protecting her oil pipelines and her route of empire through the Suez Canal, must act warily. The U. S., as an oil rival of Britain, must also act in concert with her, particularly since Russia has shown a bright new interest in the area. When Iran last week asked the Big Three powers to withdraw their war-emergency troops, the U. S. was already getting out, but Britain and Russia stalled.

Back from Middle East last week was LIFE Photographer Dmitri Kessel with new pictures of the oil fields. Printed here, they give the first complete look at this fabulous and troublesome part of the world.

IRAN



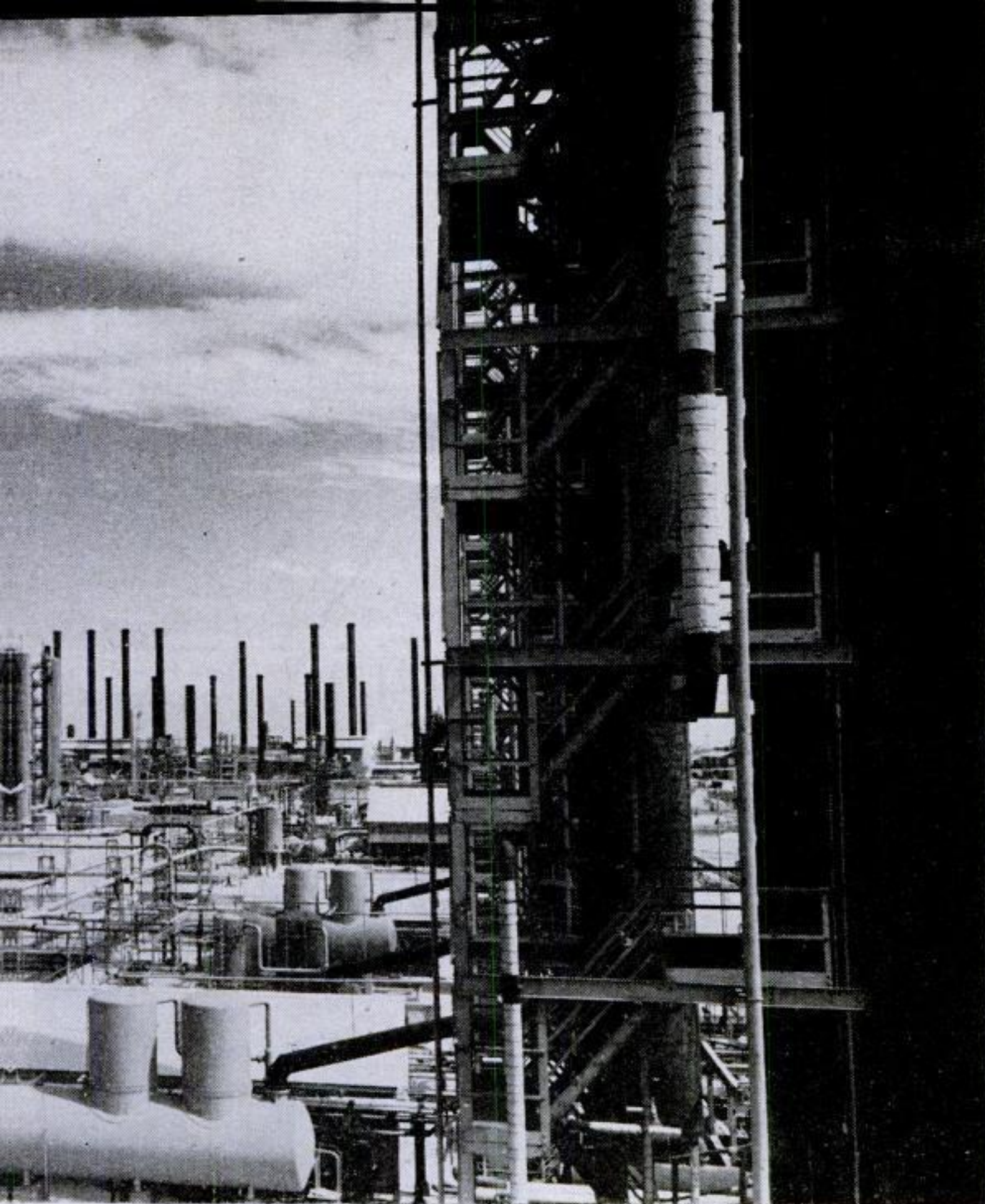
At Masjid-i-Sulaiman Iranian woman scoops oil which seeps to the surface of the incredibly oil-rich land. She will mix it with camel dung and use the mixture as fuel. In background is the tower of "Discovery Well," the first at the Masjid-i-Sulaiman field, the first Anglo-Iranian field.



Great refinery at Abadan produced high-octane gasoline that helped beat Rommel. These are superfractionators, huge stills that boil off the separate components of petroleum. Biggest refinery in Middle East, Abadan has a capacity of 400,000 barrels a day, over three times



New oil field is being rushed by the Anglo-Iranian Oil Co. in the desolate mountains at Agha Jari to relieve the adjoining Haft Kel field (see map page 28). At the left is the steam plant producing the power for the drilling machine seen at right. The tanks in the center hold water



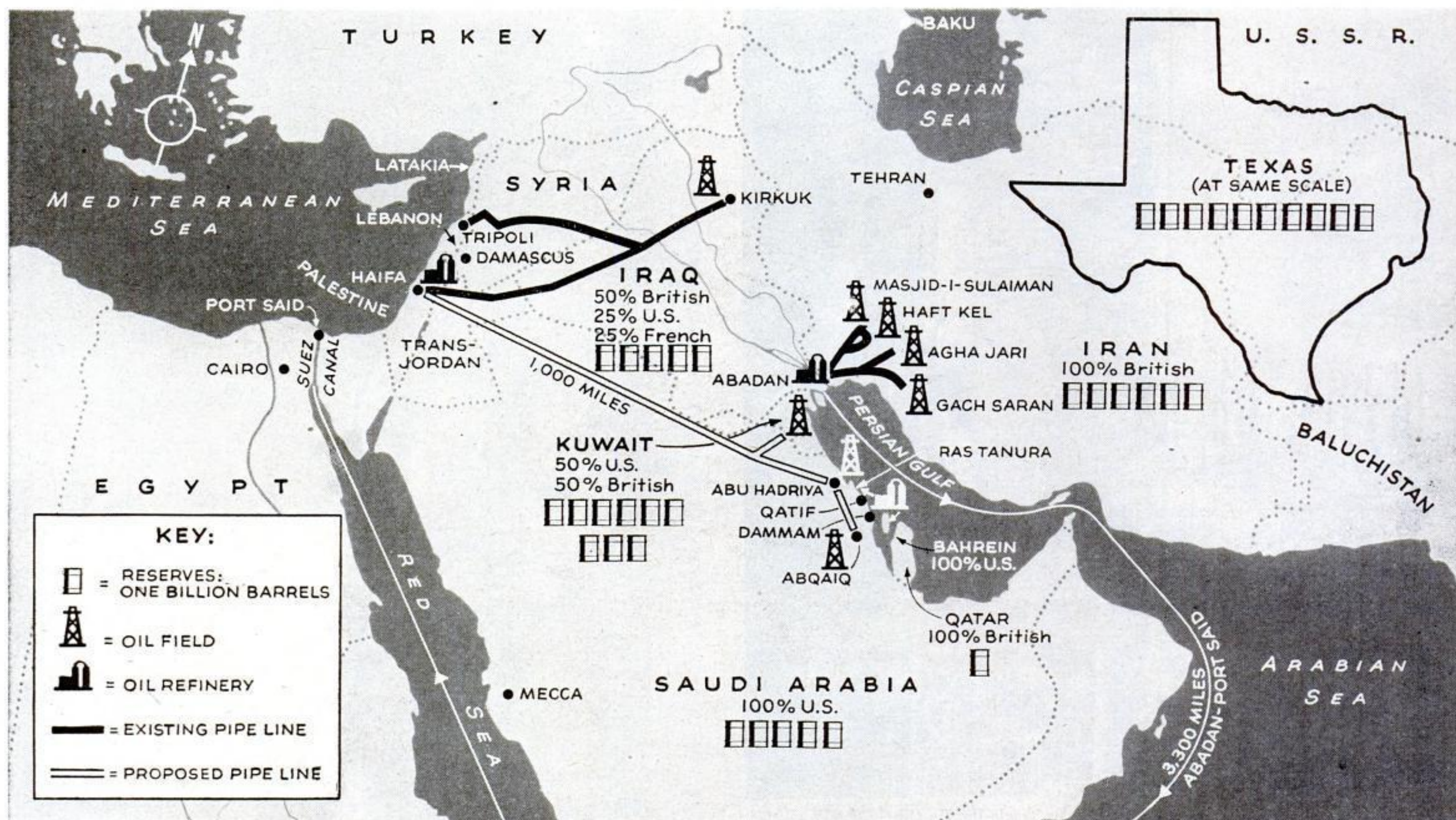
that of the famous U.S. refinery at Baton Rouge, La. Anglo-Iranian Oil Co. employs 40,000 Iranians, many trained in its own Institute of Petroleum Technology. It has built its own city beside the old town. Iranian workers are usually honest and as industrious as heat permits.



for drilling operations. The gas pressure in this area runs up to 1,000 lb. per square inch, so that once the oil comes in, no derricks and pumps are necessary to keep it flowing to the surface. The oil is run by gravity through pipeline down to the great Abadan refinery, 110 miles south.



Pipeline runs from the new Agha Jari development to Abadan. Here it is seen zigging out of the mountains across the dry, hot Iranian plateau. Iran is nearly three times as big as Texas, but half of it is barren, much of it unexplored. A wall of mountains keeps out the rain, winds.



Middle East oil in proven reserve is estimated at more than 26,000,000,000 barrels, as against U.S. reserve of 20,000,000,000, enough to last 15 more years at present rate of consumption. Britain monopolizes all the working Iran fields. Russia would like north Iran oil and Dutch have a great unexplored concession in northwest Iran. Britain controls Iraq oil (see next page) but

U.S., French and Dutch have interests there. U.S. operates Bahrain (see pp. 32-33), has inside track in Saudi Arabia (pp. 34-37) and shares the new Kuwait field with British. Only fields shown above are those explored and working (but nonproducing Qatar and Kuwait are shown because of importance). Proposed U.S. pipeline across Arabia is far shorter than water route.

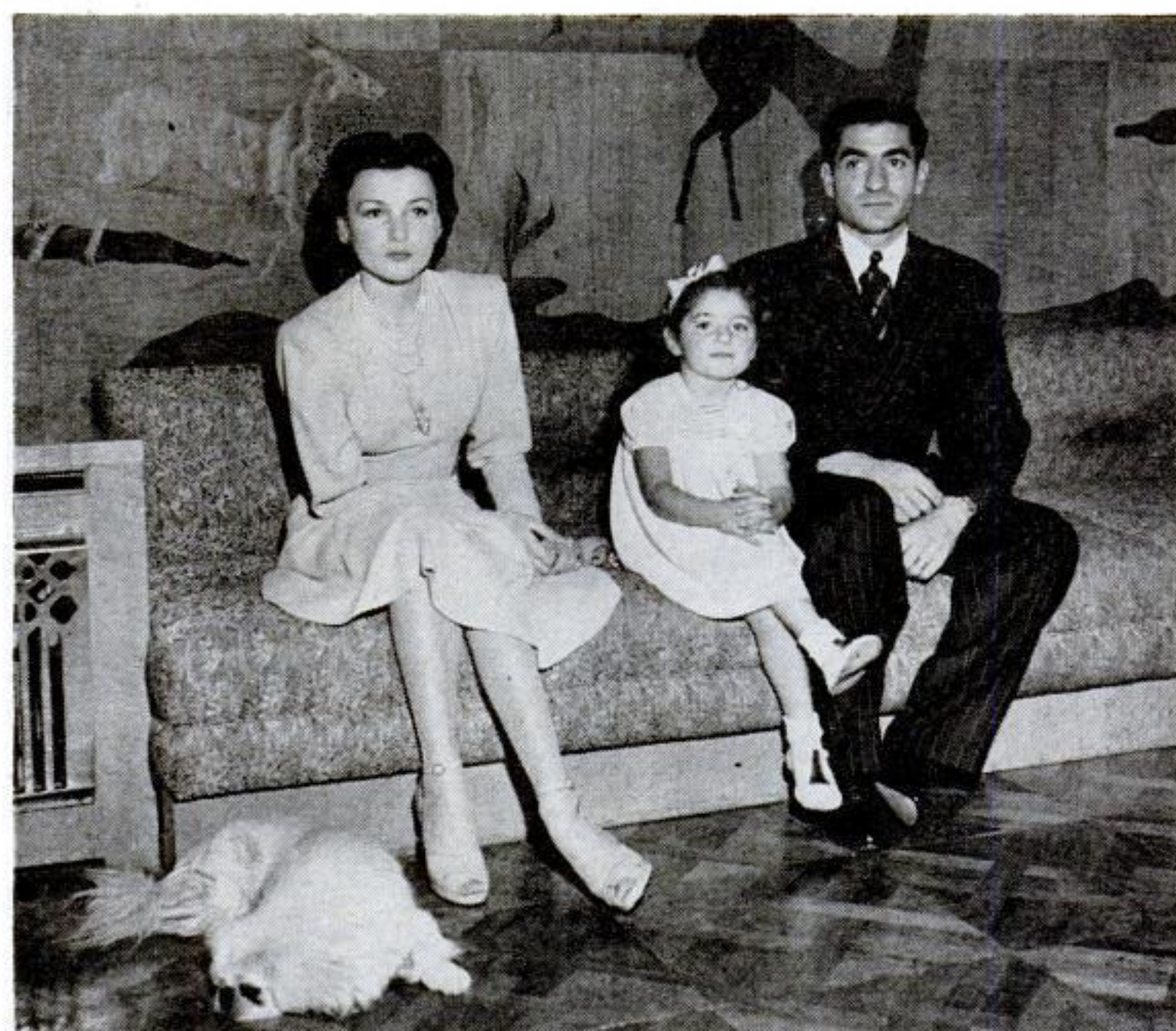
BRITISH NOW GET ALL IRAN OIL BUT OTHER COUNTRIES ARE EDGING THEIR WAY IN

The world contest for the oil of the Middle East gets most ticklish in Iran, whose name means Land of Aryans. First concession was given a New Zealander, W. K. D'Arcy, in 1901. The British government presently got control of it and a driller named Reynolds, stubbornly refusing orders to give up and come home, struck oil in 1908 at the Discovery Well which is shown on the preceding page.

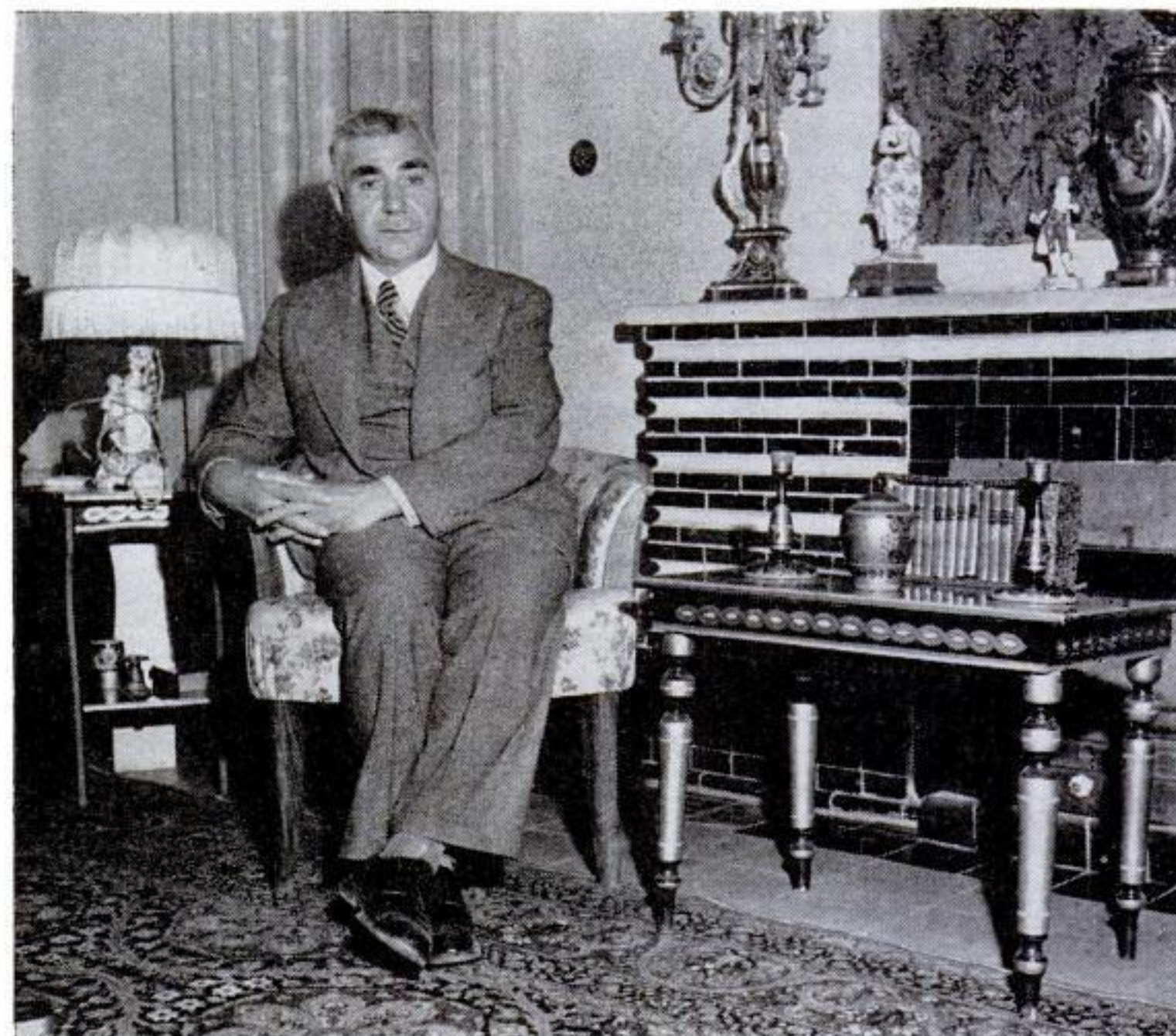
The British government's Anglo-Iranian Oil Co.,

which rivals in size Standard Oil of New Jersey, Royal Dutch Shell and the Soviet Naphtha Trust, now gets all Iran's oil, paying royal family up to \$12,000,000 a year. But Soviet Russia, the Dutch, French and Americans are angling for more. The Iranians say, "We fear the Russians and we hate the British."

Reserves shown on map of the Middle East above are in discovered fields. But there are still undiscovered fields and unestimated amounts of oil in the region.



Iran's royal family includes the Shah-of-Shahs Mohammed Reza Pahlavi, 25, the Shahreza Fawziya, 23, beautiful sister of the king of Egypt, and their daughter Shahnaz, 5, as well as a sulking Pekingese. Mohammed, grandson of commoners, succeeded his exiled father in 1941.



Forced out by Russians because he refused to give any oil concessions during wartime was Prime Minister Mohammed Saad, who calls himself pro-Russian, and served in Russia many years. His expulsion, however, had no effect on the Iranian policy of resisting foreign pressure.



On V-E Day Shah Mohammed (in uniform, at extreme right of group on flat car) leads cabinet and generals out to the Teheran railroad yards to congratulate the Americans on their tremendous job of slamming 4,500,000 tons of Lend-Lease across Iran to Soviet Russia, on one railroad

and one highway. Equipment was mostly American. This was done by Military Transport Division of the Persian Gulf Command, which ceased activities on June 1, its job done. This was one of war's greatest transport jobs and had nothing whatever to do with the matter of oil.



KING OF IRAQ IS 10-YEAR-OLD FEISAL II. ON HIS BIRTHDAY BRITISH TROOPS MADE FEISAL PRESENTS OF MODEL YACHT, FIELD KITCHEN AND TENT SHOWN ABOVE

IRAQ

**FOUR COUNTRIES SHARE FIELD
BUT THE BRITISH CONTROL IT**

The oil of Iraq, a state created by Great Britain in 1919 out of the old Turkish Moslem empire, is controlled by the British who have let in American, French and Dutch interests. Sole right to develop Iraq oil is owned by the Iraq Petroleum Co., of which almost half is owned by the British government's Anglo-Iranian Oil and British-Dutch Royal Dutch Shell. An American combination of Standard Oil of New Jersey and Socony Vacuum owns almost a quarter and the

French own the same amount. A small share is held by a little-known Armenian named C. I. Gulbenkian. Americans, who are allowed to use the British-owned Haifa refinery at the Mediterranean end of the Iraq pipeline, market their Iraq oil in Europe.

During the war, Iraq oil crucially supplied the British armed forces in the Mediterranean. The boy king (*above*) and his uncle regent are safely on Britain's side for the present. Russia is not a factor now in Iraq.



KIRKUK FIELD IS SET ON FERTILE PLAIN WHERE SHEPHERDS IN ROBES STILL GRAZE FLOCKS OF SHEEP AND CAMELS. THIS HERDER CARRIES DAGGER AND STAFF

OIL FROM BIBLICAL LAND HELPED THE BRITISH FIGHT WAR IN MEDITERRANEAN

The oil from these Kirkuk fields in Iraq now runs through the 850-mile pipeline to Haifa and Tripoli at the rate of 88,000 barrels a day, 80,000 to the Haifa refineries, 8,000 to Tripoli in Syria. Most of this oil is refined at Haifa in Palestine. During the war the British tried to cap and smother the natural gas "eternal fires" (below) first noticed in Biblical times, mentioned by Plutarch. The point was to keep Axis night bombers from Crete from getting a fix on the oil wells. Fires in-

variably burst forth again, but bombers never came.

So important was this field to Mediterranean war that the Nazis backed an Iraq *coup d'état* in May 1941. They flew in a large number of German and Vichy agents, who captured the Kirkuk wells, heart of the field. But before withdrawing, the British had plugged up the wells to prevent enemy use of them. Britain had to wage a month-long war to get them back. Two other brief wars in Syria and Iran were also motivated by oil.

"ETERNAL FIRES" NEAR KIRKUK WERE BIBLICAL "FIERY FURNACE" OF SHADRACH, MESHACH AND ABEDNEGO, WERE VENERATED BY FIRE-WORSHIPPING ZOROASTRIANS





THE NEW-RICH SHEIK OF BAHREIN, SIR SULMAN-BIN-HAMAD-BIN ISA AL KHALIFA, POSES WITH BRITISH ADVISER, C. DALRYMPLE BELGRAVE, POWER BEHIND THRONE

BAHREIN

**AMERICANS HAVE BIG CONCESSION
ON ISLAND IN THE PERSIAN GULF**

Right after World War I, Americans felt cheated in respect to Middle East concessions. But by 1923, with State Department help, they had pushed in and now hold rights to about one-third of oil available to foreigners. Their first Middle East coup was in Bahrainan island in Persian Gulf ruled by an independent sheikdom. British geologists had decided there was no oil in Bahrain. The Americans found it there in 1932.

The Bahrain concession is held by Bahrain Petro-

leum Co., jointly owned by Standard Oil of California and Texas Oil Co. All their dealings with the sheik must be conducted through an able and idealistic Englishman, C. Dalrymple Belgrave. Belgrave, who is not a British agent, is Bahrain's police chief and chief magistrate. He has persuaded the sheik to invest his royalties in schools, hospitals and social reforms. A friend to the Americans, he disbelieves Clemenceau's grim motto: "A drop of oil is worth a drop of blood."



The Bahrain royal family and Bahrain big shots are entertained at tea by the Americans at Arabian American Oil Co.'s headquarters in Manama (which means place of the dead). Adviser Belgrave sits at left, rear. Americans have built oil city which is model of air conditioning.

End of a shift at the Bahrain refinery starts a stampede to the gates with empty dinner pails (below). Workers must line up to be searched at the gates which are just wide enough for one. Since Friday is the Moslem Sabbath, working week runs from Saturday through Thursday.





ARAMCO'S TWO REFINERIES IN SAUDI ARABIA: OLD PLANT (FOREGROUND) REFINES 3,000 BBL. DAILY. NEW REFINERY (BACKGROUND) HAS CAPACITY OF 50,000 BBL. DAILY

SAUDI ARABIA

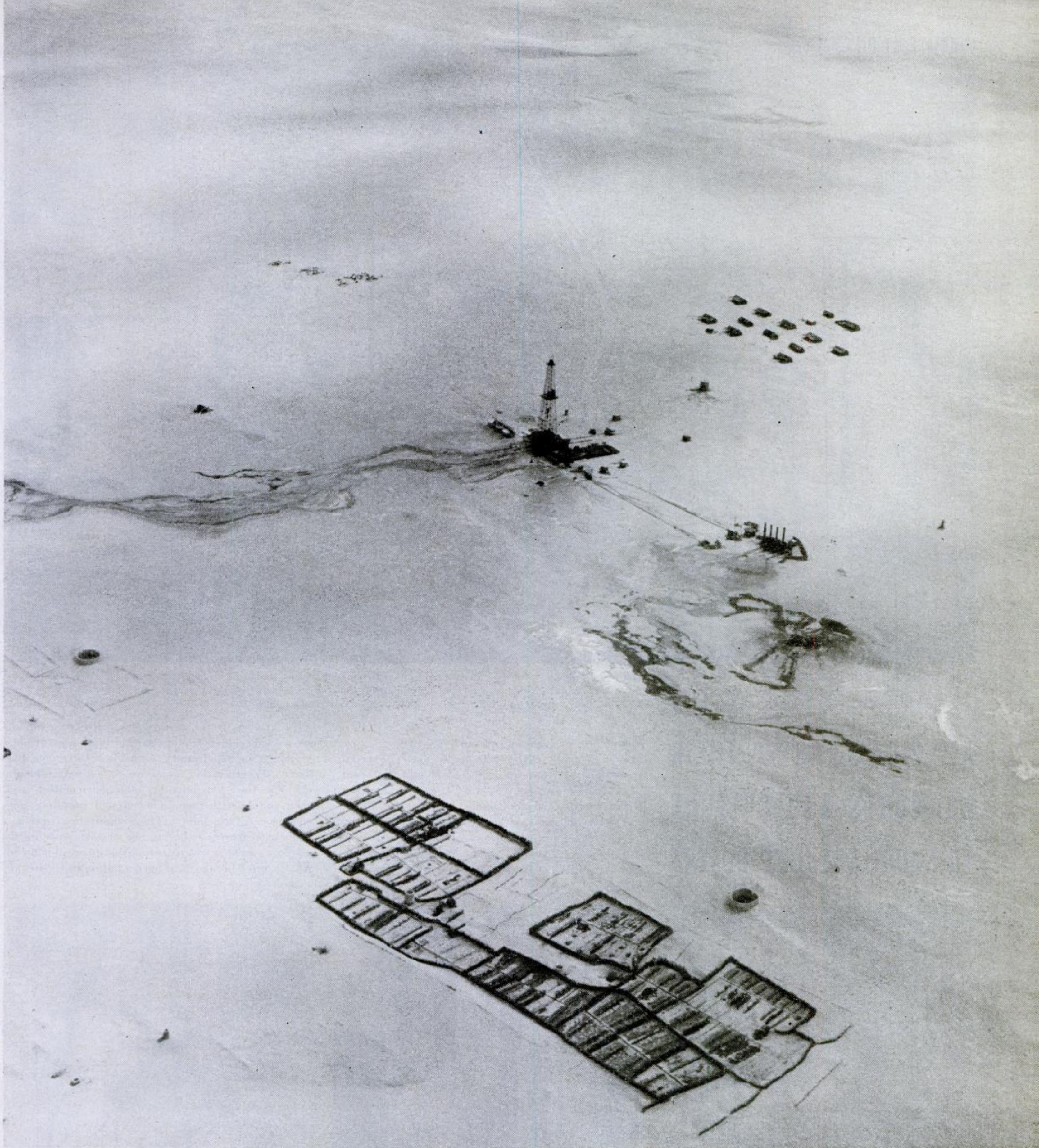
ITS HUGE UNTAPPED FIELDS ARE
THE WORLD'S BIGGEST BONANZA

Saudi Arabia has known reserves of 5 billion barrels of oil. Its probable reserves approach 20 billion barrels, surpassed only by Iran and the U.S. It is, in effect, the greatest bonanza in the world today. Its wealth of oil is virtually untouched. Much of it lies only 5,000 feet below the surface of the desert and costs of production are ridiculously low.

The Americans came to Saudi Arabia in the '30s. British geologists had preceded them by some ten years

but, as in the case of Bahrein Island only 20 miles off the shores of Saudi Arabia (*see previous pages*), they were unable to strike oil. Americans, who are the world's greatest explorers and finders of oil, refused to take the Britishers' word. In 1935 their stubbornness paid off when oil was found at a level of 2,400 feet near the tiny town of Dammam. Within four years 12,000 barrels a day were flowing from the wells.

Exclusive rights to the rich Saudi Arabian fields are



THE ARAMCO'S NEWEST WELL IN SAUDI ARABIA IS AT QATIF, WILL BRING IN 10,000 BARRELS PER DAY. SQUARE PATCHES IN THE FOREGROUND ARE DATE GARDENS

held by the Arabian American Oil Company. Actual area of the concession is 450,000 square miles. The statement made by King Ibn Saud when he signed the contract with "Aramco" in 1939 was revealing. Stating that the British, Germans, Japanese and Italians had all bid for the concessions and that the Japanese had offered twice as much for only one third of what the American firm was getting, Ibn Saud added, "I gave it to the Americans for much less because they

will give me fewer headaches. Americans have no political ambitions in this part of the world. All they want is business, while the others may have other designs in Arabia besides the concession."

The great problem in Saudi Arabia is not in finding oil and in bringing it in. The problem is getting it out of Saudi Arabia. Early in February 1944 Harold Ickes, who as Secretary of the Interior is also head of the Petroleum Reserves Corporation, proposed that the

U. S. build a pipeline from Saudi Arabia to ports on the Mediterranean. Estimated cost: \$130,000,000 to \$165,000,000. Everybody jumped on Ickes and his project, which failed. But the problem remains. It is a time-honored axiom in the oil industry that "oil will out." Whether a pipeline will be built or who will finance, own and maintain it are matters of conjecture. Only one thing is sure: there is oil in Saudi Arabia and it is cheap. That being the case, nothing can hold it back.



Young couple from North Dakota, Mr. and Mrs. Thomas C. Barger, live at Dammam, a town of 1,000 people on east coast of Saudi Arabia. Barger is an assistant "government relations" man with Arabian American. His air-conditioned three-room bunkhouse, made of frame and

native masonry, was built for him by the company and most of his furniture is company-owned. Virtually every American family can afford several servants, generally imported Indians or Sudanese who receive \$20 a month. Barger has been in Saudi Arabia for nine years.

AMERICANS BRING THEIR COMFORTS AND CULTURE TO SAUDI ARABIA'S DESERT

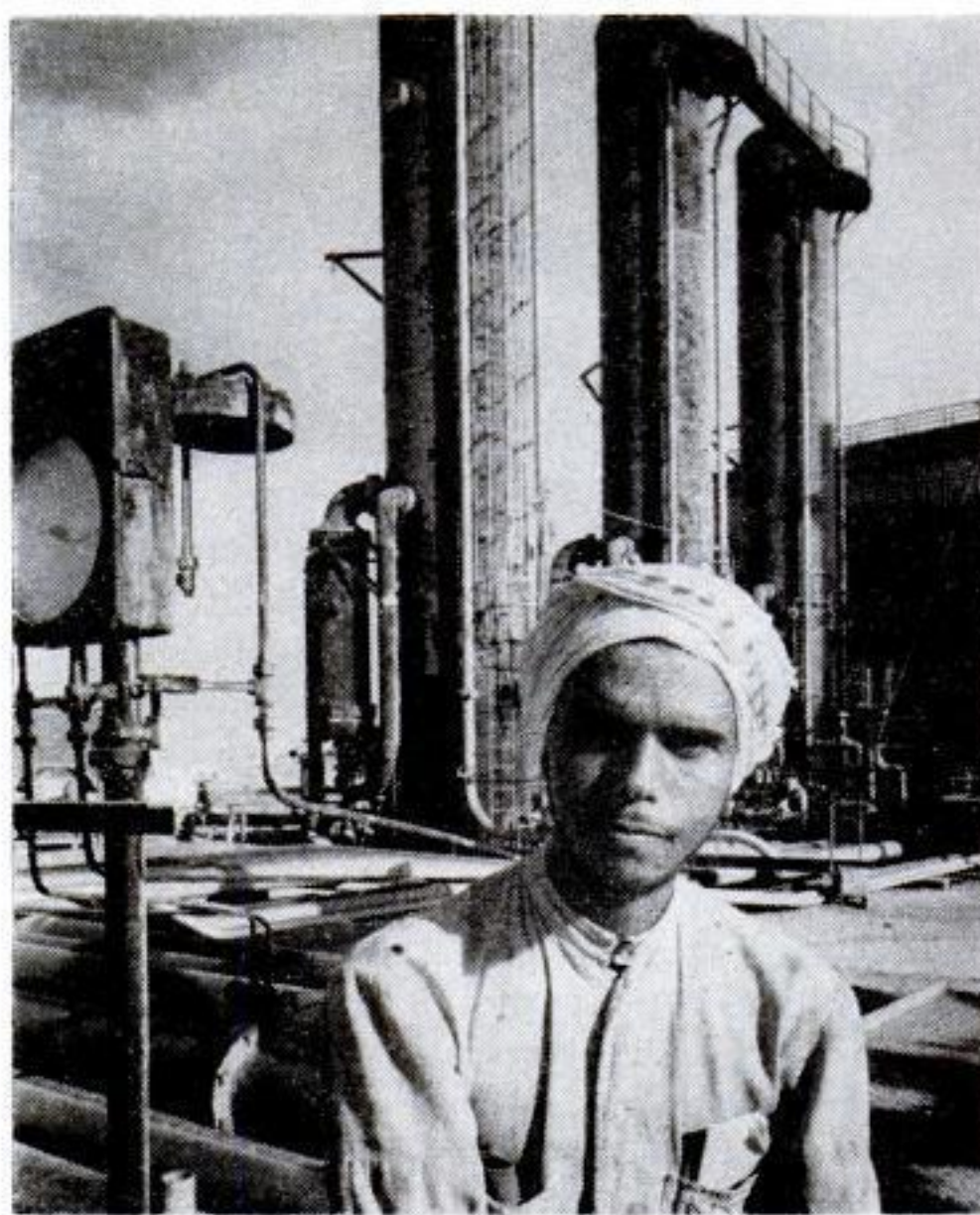
A noted U. S. geologist returned recently from the Middle East and tried to describe the place. "I used to think that West Texas was desert," he said, "but compared to Saudi Arabia it is a lush green jungle with a boa constrictor swingin' from every tree."

Yet the quest for oil has sent Americans half way around the world to the grim Arabian desert. Working at the fields of Abqaiq, Dammam, Qatif and the refineries in Ras Tanura are 1,100 Americans. Some are

spectacled scholars from research laboratories. Others are tough foremen from the oil fields of Oklahoma and Texas. Together they supervise 10,000 native laborers. The Americans have brought their comforts and their culture with them. They live in low-slung, air-conditioned bunkhouses. They import their movies. They even teach baseball to the Arabian boys (*opposite page*), trying to re-create the atmosphere of home in what is probably the most barren nation in the world.



Jack Stovall, native of Texas, is an assistant driller. He has grown an Arabian-type beard, is wearing Arabian skull cap. Many Americans have become proficient at speaking Arabic.



Rashid-Bin-Shaddad, native skilled worker, stands in front of three "traps" which separate gas from oil. Arabs who work in oil fields are paid well, live better than those who do not.



Johnny Ramirez, foreman from Montebello, Calif., has been drilling for oil for 30 years. Before drifting to Saudi Arabia, he worked in California fields and Netherlands East Indies.



AFTER WORK NATIVE OFFICE BOYS OF ARABIAN AMERICAN
OIL COMPANY PLAY AMERICAN SOFTBALL ON THE DESERT

SAN FRANCISCO: INTERIM REPORT

THE CONFERENCE IS MAKING PROGRESS, THOUGH NOT TOWARD COLLECTIVE SECURITY

If there is one man in San Francisco who wants the United Nations Conference to succeed, it is our own Secretary of State, Edward Stettinius. Not only is he the host and principal chairman, but his whole political reputation depends on making a go of it. Ever since he became Secretary he has been selling the Dumbarton Oaks Proposals to his fellow countrymen in the most thoroughly organized publicity campaign ever put on by the State Department. And the ineradicable Stettinius smile has been a beacon of optimism throughout the Conference.

Yet last week, in a speech summarizing the Conference to date, Mr. Stettinius made a remarkable admission. The charter, when finished, "will offer great hope of lasting peace. But I cannot speak so surely if I try to answer the question: Will it work? Will it keep the peace? That depends. . . ." He even acknowledged that when and if the Big Five fall out over a major issue, "another world war has come, vote or no vote, and the world organization has failed."

One of the most boisterous critics of the San Francisco proceedings is Herbert Vere Evatt, foreign minister and delegate from Australia. Eloquent and untamed, he has kicked like a kangaroo against every flaw in the Dumbarton Oaks Proposals, even after it was obvious that much of his kicking was in vain. Dr. Evatt will doubtless go on kicking to the end. But last week he punctuated his kicks with a remarkable admission. "Already it is certain," said he, "that the charter which will emerge from San Francisco will be a distinct improvement on the Dumbarton Oaks draft."

Between these two remarkable admissions it is possible to get an interim perspective on what has been going on at San Francisco.

Hard Work

As they enter what they hope is the home stretch, practically all the delegates and observers at San Francisco feel that they have done much hard work to good purpose. There are a lot of angles to the job of reconciling 40 or 50 viewpoints, and a lot of drudgery. The Steering Committee, for example, spent two hours debating whether the first chapters should be called "Purposes and Principles" or "Principles and Purposes" without feeling that it had wasted its time. Or consider the merely technical difficulties of communications: the Chinese, into whose language everything must be translated, have had to coin 50 new words during the Conference just to keep up.

Progress has been made. The original Dumbarton Oaks draft was a Big Four creation which nobody liked much except the Big Four. It was feared that the Big Four might prove deaf to the constructive criticisms which arose on every side. But that did not happen. The Conference was not a week old before the Big Four themselves began work on amendments. They met day and night in the Stettinius penthouse at the Fairmont and worked under such pressure that they soon reached agreement on 20 changes, some picayune but all troublesome. These changes

then went to the proper committees and subcommittees of the Conference along with other people's proposals. There they have been threshed over, dropped or favorably reported. Among the chief changes favorably reported so far, and therefore pretty well set, are these:

1) The aims of the organization have been broadened to include a bow to justice and international law, equal rights and self-determination of nations and "respect for human rights and for fundamental freedoms for all without distinction as to race, language, religion or sex."

2) The General Assembly is empowered to discuss anything any time and, also, unless the Security Council is working on the same problem, to recommend "peaceful adjustment of any situations, regardless of origin" (i.e., even Poland).

3) The Economic and Social Council can "make recommendations for promoting respect for human rights and fundamental freedoms." This is at least an avenue to an International Bill of Rights.

4) In addition to taking enforcement action, the Security Council may on request recommend the terms of settlement of any dispute.

5) The right of self-defense is recognized as inherent, not only for nations but for regional security systems. Thus if the Act of Chapultepec is invoked to repel aggression in this hemisphere, the Security Council cannot veto action, at least until it has taken measures itself to restore peace.

The Main Flaw

That, plus a few other improvements, is what Dr. Evatt meant. It may not seem like much for seven weeks' work. The points on which agreement has not been reached, even Big Five agreement, make a more imposing list. The latest and most serious disagreement is Russia's refusal to relax the Yalta voting formula; she insists on her veto right to prevent the Security Council from making even an informal investigation of an international dispute.

The trouble is that although all the nations desire peace and are willing to negotiate indefinitely, none of them is willing to sacrifice any important national interest to that desire. In all the conscientious compromising at San Francisco, no nation has yet traded away any important part of its precious sovereign rights. Nor will any.

Thus when that veteran idealist, Robert La Follette, arose in the Senate last week to speak on foreign policy, he found San Francisco an easy mark for his righteous gloom. The plan, he said, is a "gilded façade for the old-style military alliance built exclusively on force." Like many of the small nations, he would prefer to let the Security Council enforce peace by simple two-thirds vote, eliminating the Big Power veto. But this veto is the heart of the Yalta formula and it will not be changed. Next to Russia, the power most insistent on retaining this veto is the U. S. When it comes to security, the two powers best able to defend themselves

against the world are the least anxious to trust any alternative.

In other words, the fundamental weakness of the Dumbarton Oaks plan—its failure to provide real collective security—is still there. And that is what Secretary Stettinius meant when he acknowledged it might fail. His admission is perhaps the biggest improvement in Dumbarton Oaks yet to come from San Francisco. For it means that the delegates, including the Americans, have stopped trying to fool each other and the world about security and are looking the facts in the face.

Lessons for America

In recognizing the danger to peace, Secretary Stettinius also mentioned the natural corollary: that U. S. foreign policy will "play a great part" in determining how the world wags. The most instructive view of UNCIO, therefore, is to see how U. S. foreign policy has operated in it. For example, in the important disputes over trusteeships and regionalism.

In the trusteeship matter the U. S. delegation stumbled, picked itself up and found that it had lost the ball. Partly because we wish to retain undisputed control of some Pacific bases, partly out of consideration for the British, French and Dutch, we dropped the moral initiative in a plan to improve on the old League mandate system. For a few days we were even in the ridiculous position of objecting to independence as a goal for trustee peoples. (In the related problem of a colonial charter, we are still in this position.) On the "independence" question, the American delegation has shown a sad lack of confidence both in American history and American principles.

The seductions of regionalism have also fooled us. Our experts labored like double-entry bookkeepers to reconcile the worldwide authority of the Security Council with our own hemisphere security system. Because this system was once called the Monroe Doctrine and is still so known to the Senate, our delegation fell prey to the insinuations of our Latin friends and thereby compromised our right to a great power's voice in the security of the rest of the world.

Regionalism is a game for land powers, notably Russia, which is now seeking security in a Maginot system of buffer states. But America, as our Navy and air forces have amply demonstrated, is more than a land power and has no business with Maginot policies. Like 19th Century Britain's, our security lies in any and every part of the world. To give undue priority to Latin America is unwittingly to play Russia's game.

Our delegation's waverings are more to be studied than censured. San Francisco is one of the smithies in which a new global foreign policy for the U. S. is slowly being forged. To relative tyros in diplomacy like Americans, the educational value of such a conference is alone worth the price of admission. To be sure, the agenda was never ambitious enough to be risky; but at least our delegation is working hard and learning fast. The American people might study the lessons, too.



Blonde, adorable Viki Day lives in New York City. Although only 4 years old, she already knows she wants to be a ballet dancer. Viki also takes skating lessons. And she's a regular little bookworm; she has a library of her own.



Whee! Rinso GETS OUT MORE DIRT from Whites or Colors! No wonder Mommy whistles!



"NO WONDER THE MAKERS OF *BENDIX HOME LAUNDRY RECOMMEND RINSO. IT GETS DIRTIEST CLOTHES SPOTLESSLY CLEAN, YET IT'S SAFE FOR MY BEST COTTONS AND LINENS!"

IT'S ANTI-SNEEZE
(PATENTED PROCESS)

The only granulated soap
98% free of sneezy soap-dust

*Makers of 33 Leading Washers Recommend Rinso



Amos 'n' Andy say:



"Folks! This is Amos 'n' Andy, reminding you to tune in our show FRIDAY NIGHTS for a half hour of fun over NBC."

"An' I'd like to remind you folks to avoid soap waste. Help on the home front by saving vital materials."





How many of these drinks can you name?

IF YOU had the new Four Roses Recipe Book, you'd know *all* of them—and ten more, too.

Just clip the coupon at the right and we'll be glad to send you this grand recipe book, beautifully illustrated with full-color photographs.

The drinks shown above are all made with that magnificent whiskey, Four Roses. Reading

from left to right, starting at the top, they are: Manhattan, Whiskey Flip, Whiskey Fix, Mardi Gras, Mint Julep, Highball, Ward 8, Old Fashioned, Derby Fizz, "21" Punch, Hot Toddy, Whiskey Sour, Milk Punch, Cold Toddy, and Egg-Nog.

*Four Roses is a blend of straight whiskies—90 proof.
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Please send me a free copy of your new 16-page Four Roses mixed-drink recipe book, "25 Drink Recipes that Ring the Bell."

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FOUR ROSES The same great whiskey as before the war



U. S. SOLDIERS LOAD PAINTING OF LOVERS FOUND IN GÖRING'S SECRET CACHE. ON ROAD IS STATUE OF ST. GEORGE AND DRAGON AND WHITE STONE MADONNA



On hotel door troops of the 101st Airborne Division, who discovered the loot, hang up sign announcing exhibition.

GÖRING'S ART TREASURES

U. S. troops uncover Reichmarschall's \$200,000,000 collection of loot

In a requisitioned hotel at Unterstein, a little Bavarian town near Berchtesgaden, the world's most incredible and most valuable private collection of art works was on view last week. The staggering conglomeration of famous masterpieces had been the private property of Hermann Göring. The treasure (estimated value \$200,000,000) was discovered in the sealed room of an underground cave by troops of the U.S. 101st Airborne Division, who were scouring the countryside looking for caches of gold bullion.

All the facts on how Göring "bought" these treasures are not known, but juggling of state funds and intimidation proved helpful. For years Göring, who

collected medals and uniforms at will, was frustrated because masterpieces which he coveted were owned by individuals or museums in other countries. When the Wehrmacht began taking over one country after another, his collection began to grow and improve. He suddenly acquired Rubens', Rembrandts, Van Dycks, Velázquez's, Bouchers, Botticellis. His collection also included statues, gilded church panels, gold and silver ornaments, exquisite china and porcelain. Not all of Göring's trophies were stolen. In the exhibit was an engraved silver cup which had been officially presented to Hermann Göring by the Hunting Master of the Reich, who was Hermann Göring



Who said "imported"?
... **this is AMERICAN**

Succeeding generations of Americans have wondered at the thrilling exploits of Daniel Boone, Kentucky pioneer extraordinary. No record exists of the famous woodsman as a judge of native wine, though other evidences of his resource in the solitary woods abound. Whether his aperitif was as choice as G&D American Vermouth, no one knows, nor can we say G&D will make you a hardy pioneer. ... You will enjoy it, however, and understand why every now and then someone speaks of the good old days and why every modern Manhattan or Martini is better for some G&D Vermouth.



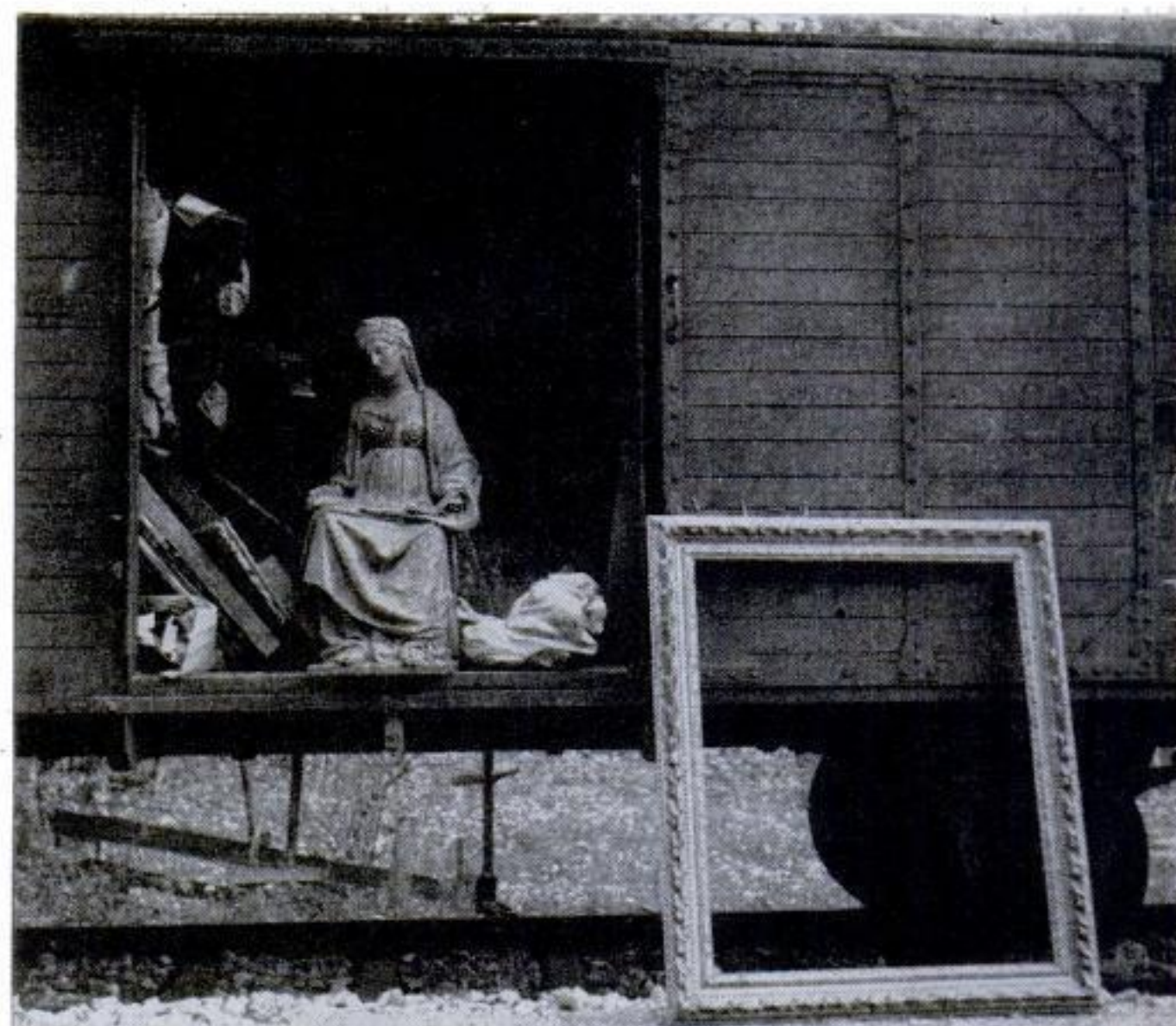
**AMERICAN
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DIVISION OF ITALIAN SWISS COLONY

Göring's Art Treasures CONTINUED



Stone saint was discovered with part of collection in near-by freight car. Altogether the Allies have found 580 depots of Nazi loot—about one-fifth of the world's great art. Redistribution of this vast treasure might upset entire structure of art values.



Medieval sculpture and a painting of Venus and Adonis are carried out of the cave where Göring hid them. It took U. S. soldiers four days to empty the Unterstein cache. Some of paintings had been injured because of temperature change in cave.

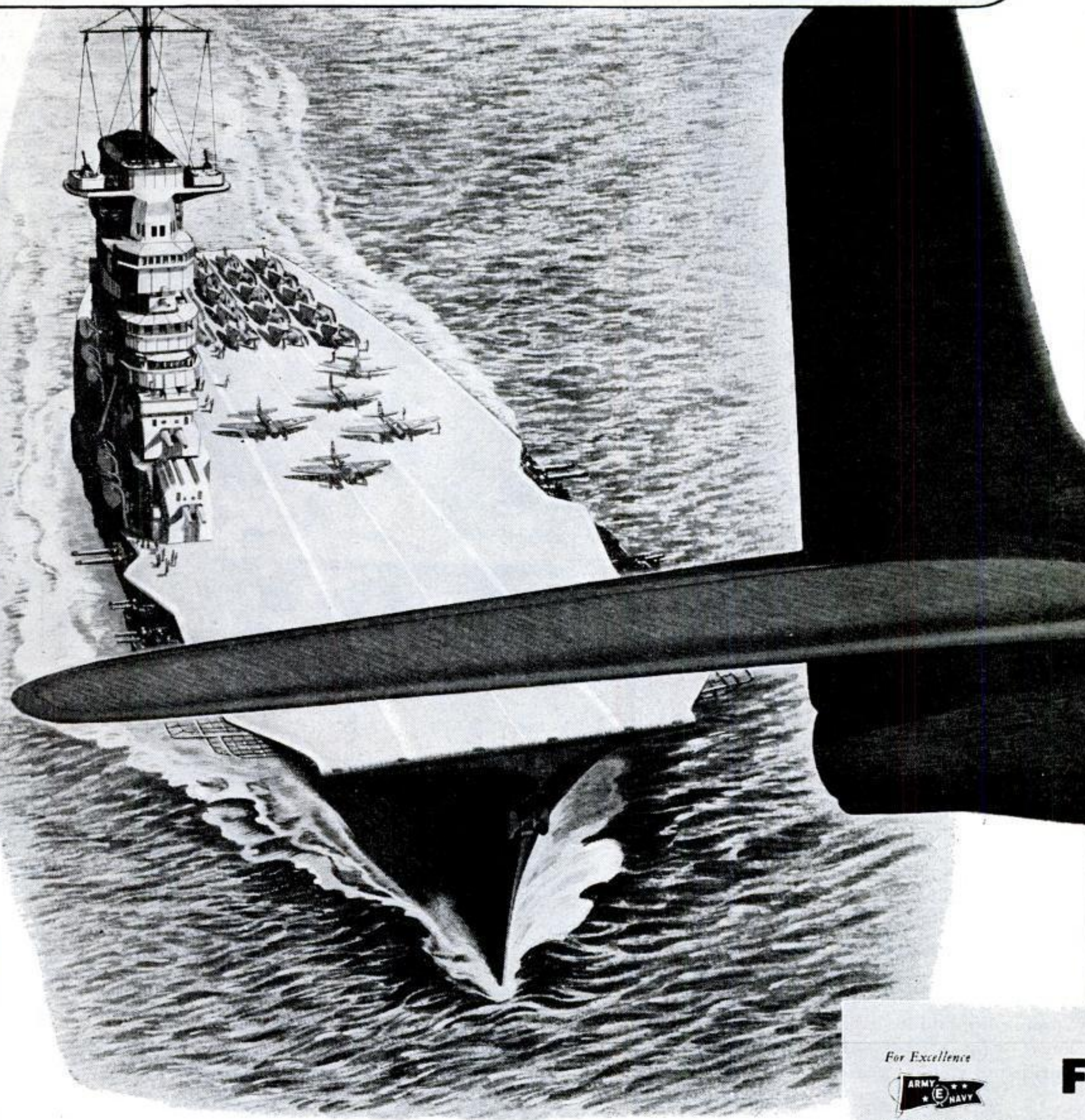


German Madonnas inside boxcar are unpacked by soldiers. Both come from south Germany and are made of wood, highly painted. The crowned Madonna and child at right, a 15th Century piece, stands on a half moon. Statue at left is 16th Century.

CONTINUED ON PAGE 44

Whether it's air conditioning or refrigeration for a
fighting ship or for a post-war store

Look to the favorite
Look to Frigidaire



On AIRCRAFT CARRIERS and PT boats; on submarines, battleships, cruisers and destroyers; on cargo ships, hospital ships and tankers ... and on giant ocean liners now serving as troop transports you'll find Frigidaire equipment protecting perishable foods, cooling drinking water, air conditioning aviators' "ready" rooms, and performing many other refrigeration and air conditioning services.



ON LAND AND SEA Frigidaire Refrigeration and Air Conditioning equipment has many applications. Here are a few of them:

- Milk cooling
- Bakery refrigeration
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- Air conditioning for stores
- Vegetable storage
- Rivet cooling
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- Refrigerated trucks
- Aircraft testing
- Aviators' clothing storage
- Munition manufacture
- Lens grinding
- Banana storage
- Cooling welding tips
- Freezing foods
- Water cooling
- Air conditioning trains and buses
- Refrigerating blood banks
- Candy storage
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Get Free Conservation Booklet which tells how to care for and keep existing equipment in good repair until you can replace it with new equipment. Get free copy from your Frigidaire Dealer. Look under "Refrigeration-Equipment" in Classified phone book. Or write Frigidaire, 525 Amelia St., Dayton 1, Ohio. In Canada, 253 Commercial Rd., Leaside 12, Ontario.



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Peacetime Products

COMMERCIAL REFRIGERATION • AIR CONDITIONERS
BEVERAGE, MILK, AND WATER COOLERS
REFRIGERATORS • RANGES • WATER HEATERS
HOME FREEZERS • ICE CREAM CABINETS



"In the Navy ... we eat *Breakfast!*"



Fruit, fruit juice,
or tomato juice



Cereal, with milk
or cream



Eggs, any style.
Bacon or ham



Toast (enriched
bread) with butter
or jam



Milk (children or
adults)



Coffee or tea
(adults)

Here's a lad who used to high-tail it for high school with his breakfast belt tightened on *atmosphere*, mostly. But the Navy has put twenty pounds of muscle on him. In the Navy they eat *breakfast!*

And that's a clue for people at home who want to keep hearty and well, so they can deliver the real day's work that America needs from all of us. Make breakfast the foundation meal, supplying *one-third* of the day's total food, as nutritionists say it should.

A 5-point breakfast is the right idea. And you can choose from the column at the left and make no mistake. A well-chosen 4-point breakfast won't be bad, but a 5-pointer is better still!

Toastmaster toast is especially recommended. It's bread in its most appetizing and digestible form. And the way it's *made*—popped up automatically, piping hot and delicious—is a joy to behold. *You'll* want a *Toastmaster** toaster—when war priorities yield to peace!

★ ★ ★

Meanwhile, let's keep on buying *War Bonds*—and hanging on to those we already own. Each bond is a brake on inflation—and insurance for the future.



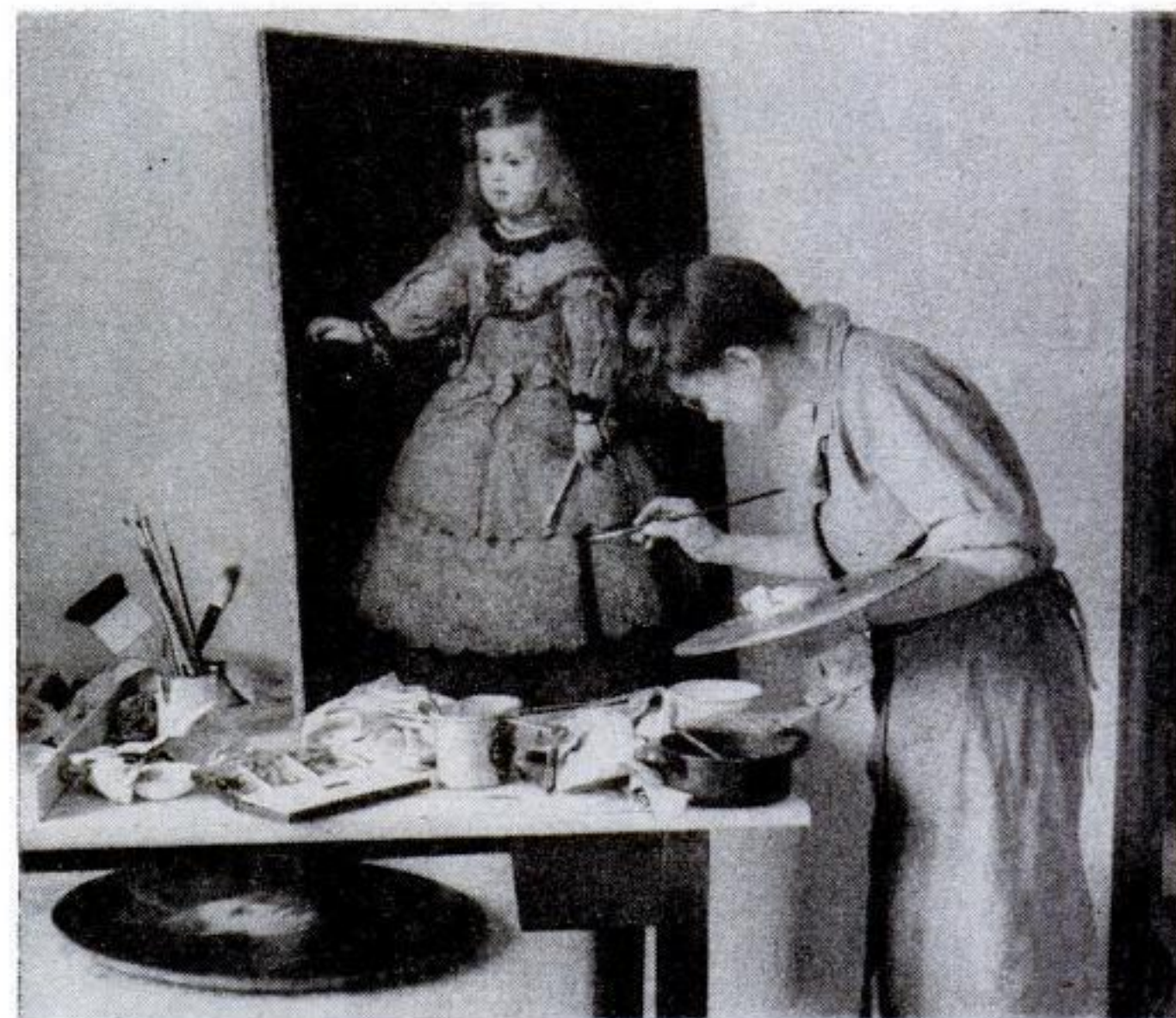
TOASTMASTER *Automatic Toasters*

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Göring's Art Treasures CONTINUED



Cranach's Rest on the Flight into Egypt is caressed by Walther Andreas Hofer, Göring's buyer and curator. Authenticity of this and 49 other 16th Century Cranachs which Hofer bought has not been determined. Experts think some may be fakes.



Velázquez's *Infanta Margareta* is retouched by Hofer's wife Berta, who is one of world's best restorers. This painting, valued at \$200,000, was "confiscated" from the Rothschild collection in Paris. Portrait on the table is labeled as a Rembrandt.



Cranach nude is carefully appraised by a GI. Eve is represented holding the apple. The serpent is coiled around in the picture's upper left corner. The fig leaves which Eve clutches modestly in her left hand may have been added since the 16th Century.

MEAT

at the front or at home, "a yardstick of protein foods"

New Meat Development for American Fighters—Grilled Hamburgers in a Can—precooked, prebrowned, then sealed in vacuum to hold that right-out-of-the-skillet taste.



Men don't stop hankering for good American hamburgers when they put on a uniform.

Our fighters in the front lines were hungry for hamburgers. So the U. S. Army Quartermaster Corps put the problem up to the meat packing industry—and it was a problem.

Now millions of these precooked canned hamburgers are part of combat rations for our men all over the world. They bring to these men the complete, highest quality proteins of meat in one of its most popular forms.

Remember, a lot of the meat of all kinds you are not getting now is making eating brighter and more nutritious for about 12,000,000 Americans in uniform.



This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

Enjoy William Bendix in "The Life of Riley"—every Sunday evening on the Blue Network—see paper for local time and station.

PONTIAC



What goes into a shell besides TNT?

The 155 mm. shells move along the Pontiac conveyors in an endless parade—aimed straight at the enemy. What goes into them besides battle-tough steel, copper and explosives? *Something the foe cannot understand . . . the ability of Americans to build well and fast, to send a part of themselves into battle—*

—management men working on next week's problems far into the night . . . metallurgists searching out the secrets of each batch of steel . . . thousands of men and women

guiding batteries of almost human machines . . . hatred of waste and error . . . a zeal that manifests itself in thousands of shells a day—*months ahead of schedule!*

To these tasks Pontiac brings the extraordinary experience of four years in one of the industry's most varied programs of weapon making in all industry. Our aim is and always has been to narrow the distance in time between Pontiac and the battle lines and support, as best we can, the achievements of our fighting men.

Every Sunday Afternoon . . . GENERAL MOTORS SYMPHONY OF THE AIR—NBC Network

PONTIAC MOTOR DIVISION . . . GENERAL MOTORS CORPORATION



Oerlikon 20-mm.
Anti-Aircraft Cannon



Aircraft Torpedoes
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40-mm.
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Diesel Engine
Parts



Axles for
M-24 Tanks



Engine Parts
for Army Trucks



155-mm. Shells
for the Army



Assault
Rockets



In the death march the Germans walked to the place of execution between MPs. The prisoners are not wearing regular PW clothes but GI denim fatigues that were painted with blue stripes.



Behind cell block prisoners are bound to stakes by MPs. Just before execution, spies were allowed a last request and they chose meal of U.S. Army meat-and-vegetable hash.

FIRING SQUAD

Army executes three German spies who were caught in U.S. uniforms

During Nazi breakthrough at Bastogne last December the Germans managed to smuggle some of their intelligence officers behind U. S. lines. Three of these spies were captured, tried and shot. Last week the War Department released pictures on this and the following pages, taken by LIFE Photographer Johnny Florea, which show their speedy execution.

The Nazis were carefully groomed for their dangerous mission. They spoke excellent English and their slang had been tuned up by close association with

American prisoners of war in German camps. Wearing U. S. uniforms, carrying a radio transmitter and receiver, they infiltrated U. S. positions to reconnoiter roads and bridges along the Meuse and to report on the deployment of Allied forces. Under the rules of the Hague Convention these Germans were classifiable as spies and subject to immediate court martial by a military tribunal. After brief deliberation American officers found them guilty, ordered the usual penalty for spies: quick death by the firing squad.



The volley is fired and three white puffs of smoke appear against the wall of the concrete cell block. The initial burst

killed all three almost instantaneously. The firing squad, all military police, consisted of three groups of eight men, each

with one additional marksman along as a spare. They used carbines capable of firing 15 cartridges without reloading.

BING CROSBY says:

*"I'll be a
Glad
Dad..."*



...when my four little shavers give
me Personna Blades on Father's Day!"



"Most of the year, our four little tykes are gang-busters at heart. But on Father's Day, they soften up long enough to come across with a present for Pop. Being smart little shavers, they can recognize a first-class hint when they get one. So on June 17..."



"Surprise me with Personna Blades, our fearsome foursome, and life with father will be more melodious than ever!" Personna's close, smooth shaves make every morning a beautiful one. Give your Dad Personna Blades, and he'll probably sing like Bing!

See "THE GREAT JOHN L." a Bing Crosby Production



Personna, 599 Madison Ave., N. Y. 22.
Available also in Canada.

Precision Blades

Firing Squad CONTINUED



Last preparations are carried out. Each prisoner is securely bound, hand and foot, to a stake in front of concrete wall (top). After the blindfolding, a large white paper target is pinned over spy's heart (middle). When prisoner is ready for death (bottom), MPs stand at attention until squad's commanding officer inspects final arrangements.

CONTINUED ON PAGE 50

More reasons why

THE NEW WESTINGHOUSE

RADIO ★ PHONOGRAPH

will be the finest
you can own!

**TONE SO NATURAL AND TRUE,
YOU SEEM TO BE THERE!**

Many Westinghouse radio sets will contain FM, product of Westinghouse research for many years. Westinghouse FM reproduces programs with breathtaking realism that even the finest conventional radio cannot give you.



**AN AUTOMATIC RECORD CHANGER THAT WORKS...
AND KEEPS ON WORKING!**



Every Westinghouse radio-phonograph will have a record-changer that will **stay** in adjustment. The feather-weight tone arm will glide gently over your records preserving their life and purity of tone.

**SIX TIMES THE RECORD-
STORAGE SPACE IN THE
SAME SIZE CABINET!**

Compact war-radio components together with ingenious new design arrangements have enabled Westinghouse to build a radio-phonograph with more than six times as much record space as pre-war cabinets of the same size.



Westinghouse

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Home Radio Division, Westinghouse Electric Corporation, Sunbury, Pennsylvania

• TUNE IN: John Charles Thomas, Sun., 2:30 EWT, N.B.C. • Ted Malone, Mon., Tues., Wed., 8:00 P. M. EWT, Blue Network

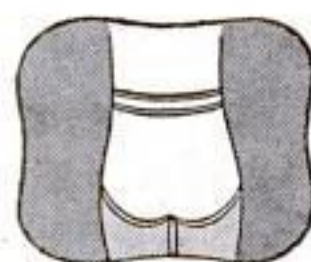
THEY'RE CUT TO FIT...TO FIGHT FATIGUE



"Smartest move I ever made . . .
changing to **REIS Scandals**"

Treat yourself to *Scandals* comfort! Enjoy
the manly underwear that's scientifically
designed and cut to follow male anatomy.

Reis Scandals, with the exclusive *Dart-stitched*
pouch, provide the mild, athletic support that helps
fight fatigue . . . keeps you looking
and feeling your trim best. Exclusive "Hi-waist" design



FULL SEAT Cover-
age looks better and
feels better. No
seams to sit on.



MATCHING SHIRT
absorbs perspiration.
Cut to follow leg line
of *Scandals*.

for perfect fit. Concealed no-gap fly. Seamless
seat for extra comfort. Should you find
your dealer temporarily out of *Scandals*—
blame the Japs (war needs get first call on
our production)—and ask again later.



ROBERT REIS & COMPANY • 2 PARK AVENUE • NEW YORK 16, N.

Firing Squad CONTINUED



After execution, spies lurch and sag forward from the posts. The cement wall is pocked with bullet holes. The prisoners refused the ministrations of a U.S. chaplain. They kept up their nerve by singing patriotic German songs. After they were officially pronounced dead, the spies were cut down by MPs, carried away and buried.

They won't feel like strangers if they can show snapshots from home...

When he shows those pictures of his folks—his girl—his home—he'll get instant understanding and sympathy from the people around him. They won't be strangers to him any longer—they'll be friends.

Tuck a few snapshots into your letters as often as you can. Make your letters, as far as it's possible, "snapshot visits from home."

You may have to wait for your roll of Verichrome (the Armed Forces need so much film). But Verichrome is worth waiting for—because you know, for sure, that with Verichrome Film you'll *get* those precious snapshots... Eastman Kodak Company, Rochester 4, N. Y.

REMEMBER ATTU? How, 3 years ago, the Japs fought savagely to hold this strategic springboard to their air and naval bases on Kamchatka? ... How our boys, fresh from training, waded through freezing muck, snow, and water—stormed the ridges—and blasted the enemy from every rock and shelter? A stern example to us at home. BUY—AND HOLD—MORE WAR BONDS.

Visit your man in the service with SNAPSHOTS

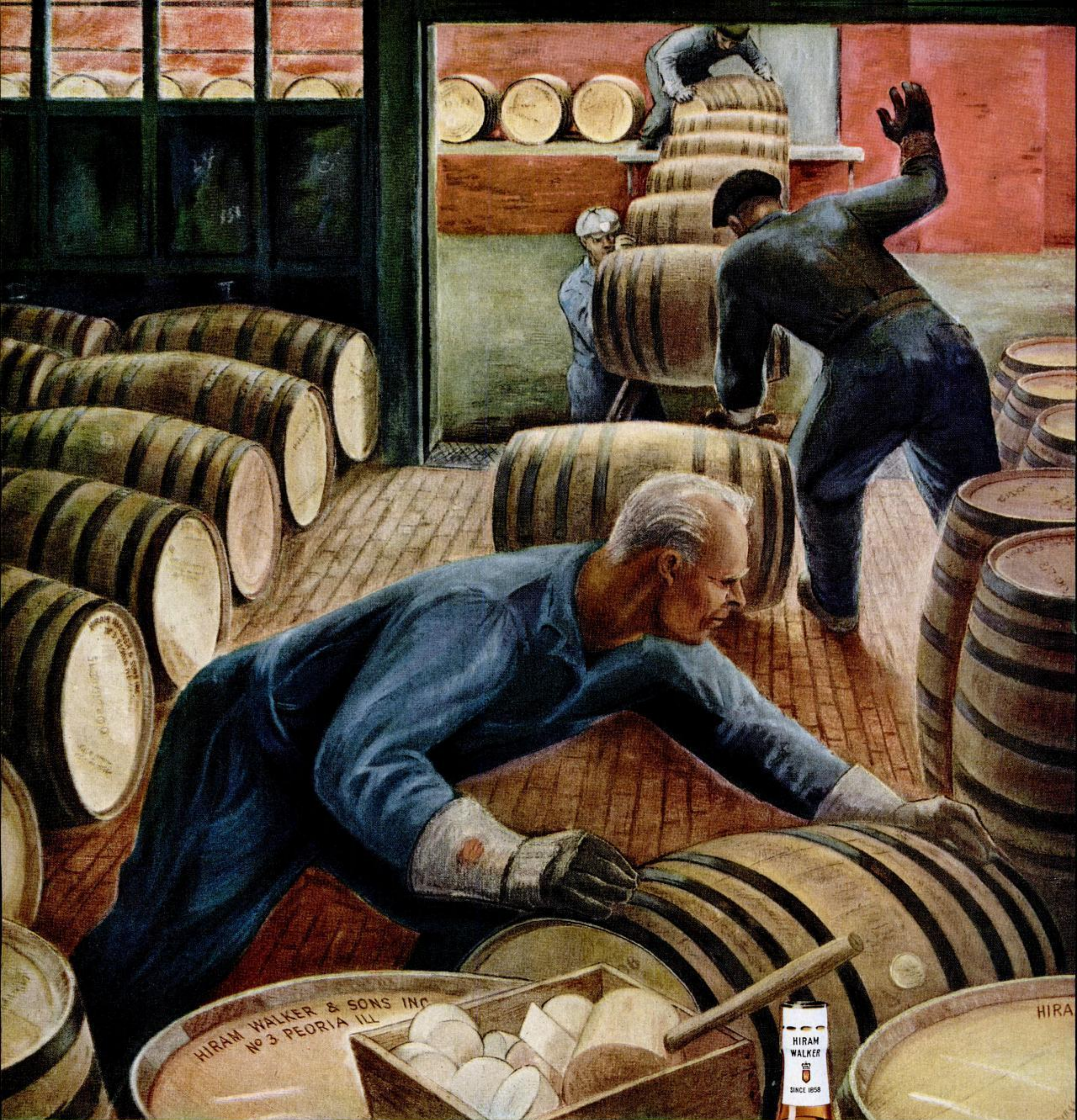


Somewhere in Australia

KODAK FILM



in the yellow box



"Whiskey On Its Way to Age"—painted at the distillery by Franklin Boggs

87 years at fine whiskey-making makes this whiskey good.

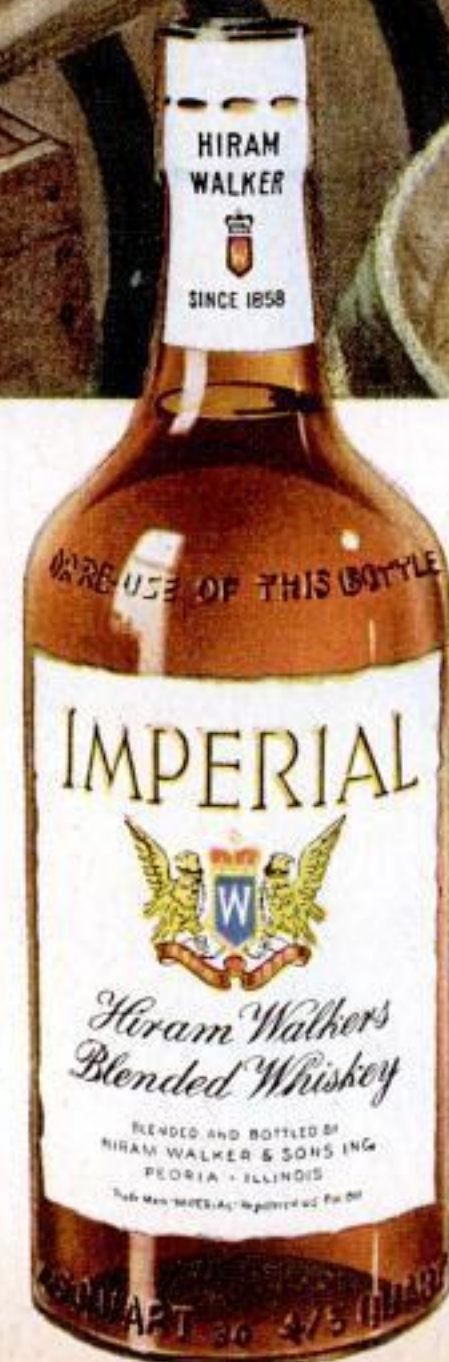
The whiskey-wisdom Hiram Walker has learned through all the years since 1858 cannot be weighed or measured—but the smooth mellowness of Imperial tells you that it's there in every drop. It makes the difference you expect in fine whiskey.

IMPERIAL

Reg. U.S. Pat. Off.

Hiram Walker's Blended Whiskey

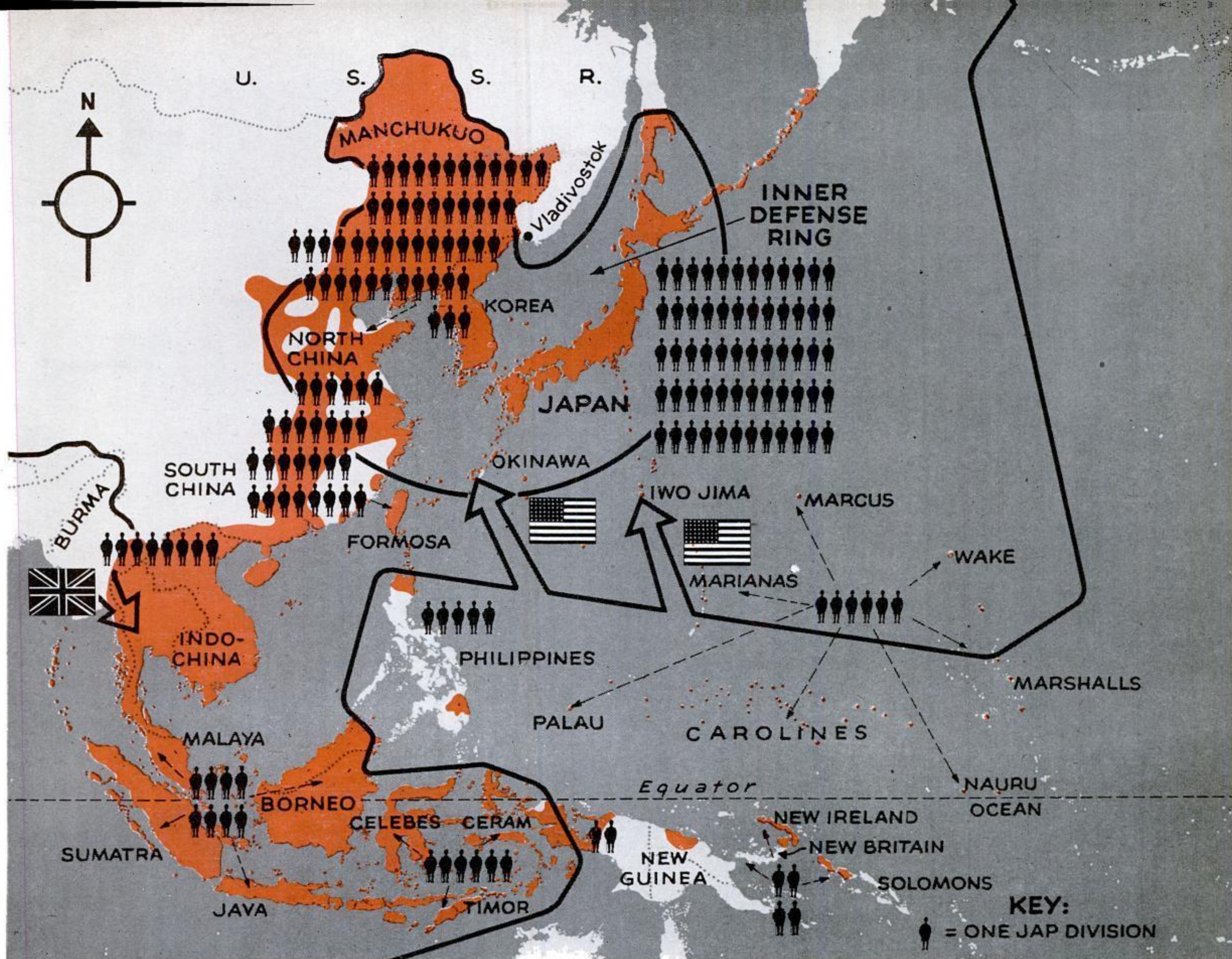
86 proof. The straight whiskies in this product are 4 years or more old. 30% straight whiskey. 70% neutral spirits distilled from grain.



It takes barrels of money to win a war.

The \$335 of excise tax paid on every barrel of whiskey... more than one billion dollars a year from the distilling industry... is only a fraction of America's war cost. It takes all the money you can put into war bonds, too! Buy more... hold them!

Hiram Walker & Sons Inc.
Peoria, Illinois



JAP ARMY POWER IS PROBABLY DISPOSED AS ABOVE. ONE FIGURE EQUALS ONE DIVISION OF 20,000 MEN. MOST OF THOSE OUTSIDE JAPAN MAY NEVER GET HOME

JAPAN'S TOTAL WAR COMPELS TOTAL DEFEAT

The Japanese army, navy and home industries are bleeding badly but they are still far from dead

Japan's total war is much more "total" than that of the late Nazi Germany or of any great modern military power. Total war calls for total defeat. That means that the war-making power of every Japanese resource, every Japanese man, woman and child, must be destroyed. Last fortnight the Japanese created a "student army" of 20,000,000 and an "agrarian militia" of everybody on the land over 14.

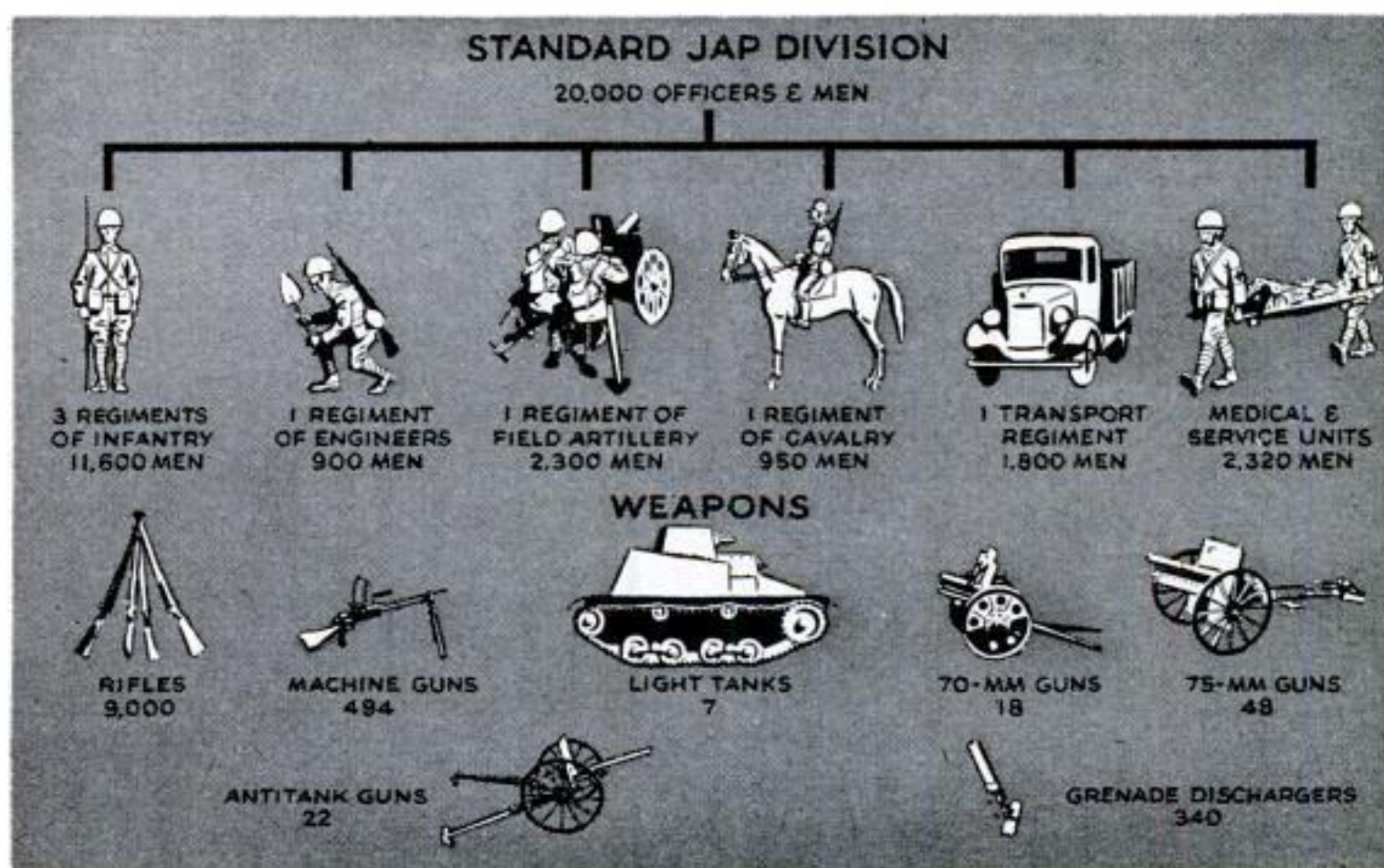
The Jap army and marines are estimated to have about 5,000,000 ground troops, including service troops. The combat forces are probably disposed as mapped above, divided into division units of 20,000 men. Exactly 177 division units are shown. (For comparison, U. S. Army ground forces used 62 combat divisions in Europe.) In the whole amphibious Pacific war the Allies have killed or caught over 650,000 Japs or 32 divisions. In the Burma campaigns, they have killed or caught 450,000 Japs or 22 divisions. These 54 destroyed Jap divisions, which do not include Jap casualties from sinkings and bomb-

ings are naturally not mapped above. (Announced cost to the U. S. for the whole Jap war: 60,000 dead, 30,000 missing, 110,000 wounded.)

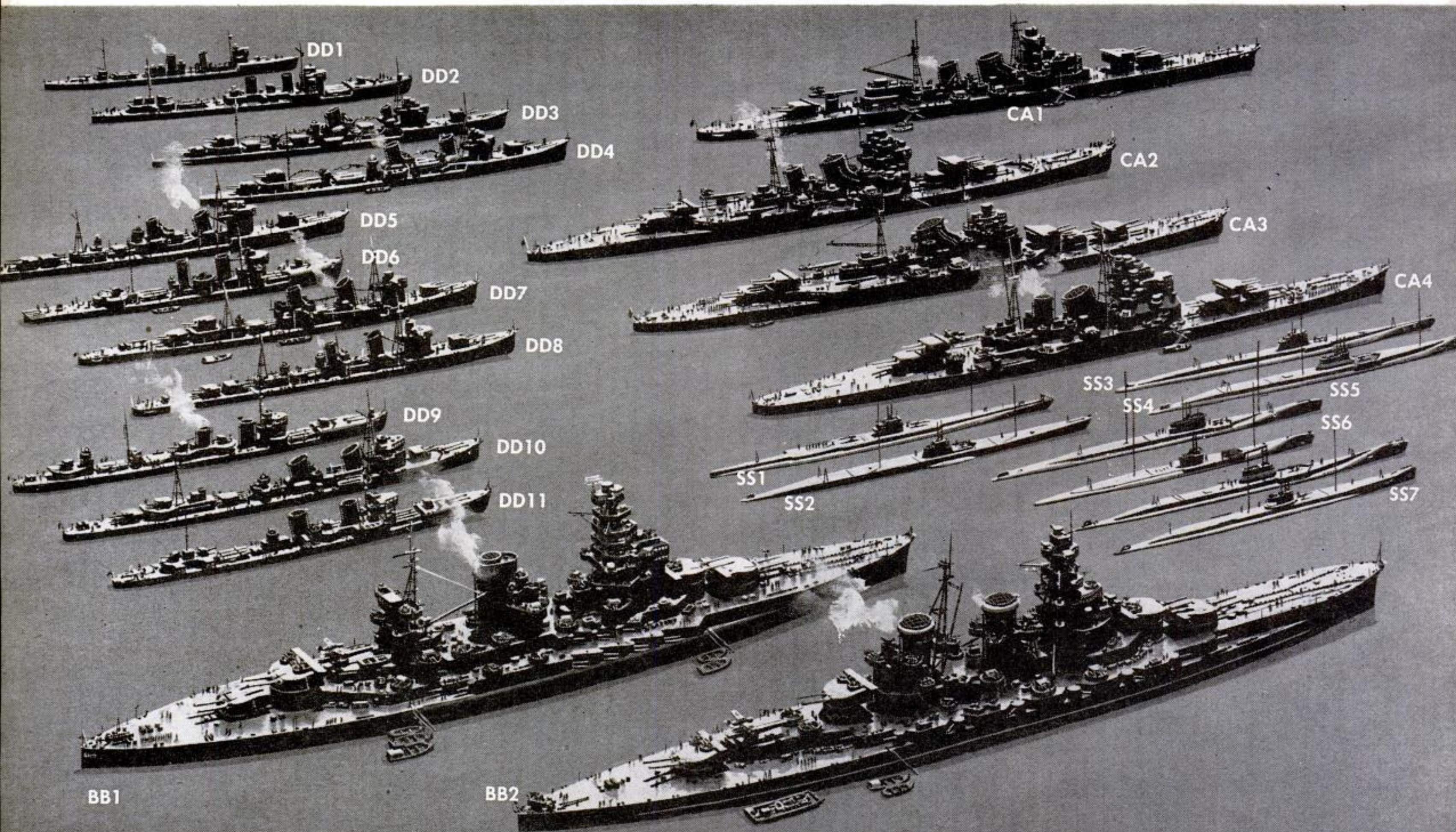
Of the 177 divisions shown, 39 are isolated behind our lines: in Burma, Malaysia, the Indies, the South and Central Pacific and the Philippines. There remain 138 Jap divisions in the Inner Defense Ring. This is the enemy.

This enemy is divided between the home islands and Asia. Which place the U. S. will attack first, he does not know. His two Inner Defense Ring armies are separated by Korea Strait and the Sea of Japan. His problem is to cross those waters to concentrate his forces, in the teeth of the U. S. Navy and Air Forces.

Jap divisions vary in size. The standard wartime division has 20,000 men. A breakdown of a standard division is charted at left. Notice its seven tankettes, 88 relatively low-caliber guns. This is no match for a U. S. division which has several times that gun-power and can add battalions of medium tanks as required.



A standard Jap division of 20,000 is short on shock power, lacking guns and tanks. But it has lots of staying power, with 9,000 riflemen and lots of machine guns and grenade dischargers.



EACH SHIP REPRESENTS ONE CLASS IN THE SURVIVING JAP NAVY (SEE KEY AND NAMES BELOW, LEFT). SOME POSSIBLE NEW CLASSES ARE NOT SHOWN. NOTICE THE

KEY:

BB - BATTLESHIP

CV - AIRCRAFT CARRIER

CA - HEAVY CRUISER

CL - LIGHT CRUISER

DD - DESTROYER

SS - SUBMARINE

NAME	CLASS	TONNAGE	NAME	CLASS	TONNAGE
BB1 NAGATO	Nagato	32,720	DD3 HIBIKI	Hibiki	1,700
BB2 KONGO	Kongo	29,330	DD4 AMAGIRI	Akebono	1,700
BB3 YAMATO	Yamato	40,000+	DD5 HATUHARU	Hatuharu	1,368
BB4 ISE	Ise	29,990	DD6 WAKATAKE	Wakatake	820
CV1 RYUZO	Ryuzo	7,000	DD7 ASASIO	Asasio	1,500
CV2 HOSYO	Hosyo	7,470	DD8 SIGURE	Sigure	1,368
CV3 ZUIHO	Zuiho	15,000	DD9 AKIKAZE	Minekaze	1,215
CV4 ZUIKAKU	Syokaku	20,000	DD10 KAGERO	Kagero	2,100
CA1 AOBA	Kako	7,100	DD11 MUTUKI	Mutuki	1,315
CA2 ASIGARA	Nati	10,000	SS1 I 1-8		1,955-2,500
CA3 MOGAMI	Mogami	8,500	SS2 I 65-67		1,638-2,100
CA4 ATAGO	Atago	9,850	SS3 I 68-70		1,400+
CL1 HIRADO	Hirado	4,400	SS4 I 54, I 60-63		1,635-2,100
CL2 TENRYU	Tenryu	3,230	SS5 I 53, I 55-59, I 64		1,635-2,100
CL3 YUBARI	Yubari	2,890	SS6 I 121-124		1,142-1,470
CL4 KUMA	Kuma	5,100	SS7 I 51-52		1,390-2,000
CL5 SENDAI	Zintu	5,190	SS8 RO 33, RO 34		700+
CL6 NATORI	Natori	5,170	SS9 RO 26-28, RO 30-32		655-1,000
CL7 TONE	Tone	8,500	SS10 RO 60-68		988-1,300
DD1 HINOKI	Hinoki	755	SS11 RO 57-59		889-1,082
DD2 KAMIKAZE	Kamikaze	1,270	SS12 RO 51, RO 54-56		892-1,082

Surviving ships by classes are given in the list above, extracted from a fog of ignorance about the Jap navy. Battle-

worthy fleet may well have as few as five battleships, six cruisers. All but new battleships are too slow for modern actions.

THE JAP NAVY

What little is left of it is still the third biggest navy in the world

Insofar as LIFE can find out, the surviving Japanese navy consists of the ship types shown above, multiplied by the number of existing ships in each class. This probably adds up to the third biggest navy afloat, consisting of no more than ten battleships, six carriers and an utterly inestimable number of cruisers, destroyers, submarines and other ships. (One guess is 15 to 30 cruisers, 60 to 85 destroyers.) To reduce the Japanese navy even to this size, picayune beside the present U. S. Navy, the Allies have sunk, year by year, the ships charted at right: 6 battleships, 12 carriers, 59 cruisers (23 more than Japan had before the war), 140 destroyers (27 more than Japan had before the war) and at least 22 submarines.

The surviving Jap navy, as of May 1945, has a sting, if it can ever get loose from the web of U. S. airpower. Actually, American naval officers have a high opinion of the Japs' seamanship, gunnery and fighting qualities. The *Nagato* battleships (BB1) are pretty much a match for the U. S. *Maryland* class, the *Ises* (BB4) for the *New Mexicos*, the *Yamatos* (BB3), if any are still afloat, for the *Iowas*. The *Nati* (CA2) and *Atago* (CA4) heavy cruisers are among the world's most potent cruisers. But light cruisers in the Jap navy are very light. Destroyers are low in range and boiler power. Submarines are generally reserved for patrol and fleet action. And most U. S. ships are faster, longer ranged and more heavily gunned than Jap equivalents.



CARRIERS (RIGHT) WITHOUT ISLANDS, THE TOP-HEAVY BATTLESHIPS (FOREGROUND), THE HIGH-RIDING, RAKE-STACKED, TRIPLE-HULLED HEAVY CRUISERS (CENTER)

BB	CV	CA CL	DD	SS
1941				
1942				
1943				
1944				
1945				

Sinkings of Jap ships have been compiled as carefully as possible from published Allied communiqués since Pearl Harbor.

Absolute accuracy is not claimed. This compilation is nevertheless a conscientious estimate. Sinkings claimed by U. S.

Navy ships may be low, those claimed by air forces may be high. Big destroyers sunk are sometimes reported as cruisers.

THE CITIES TURN TO ASHES

U. S. bombing of Japanese industry finds targets ideally concentrated, inflammable and in range

Beyond its armed forces, what Japan proper has to fight with are the 13 key industrial cities shown in the drawing of the home islands at right. They are the targets of the U. S. Army and Navy air forces. From June 1, 1944 to April 1, 1945 the U. S. Air Forces delivered about 30,000 tons of bombs to Japan. But in the month of April they equaled that record, using something over 300 B-29s. In May they were able to put more than 500 B-29s on a target and had stepped up each plane's bomb load from three to ten tons. After the summer rains the 21st Bomber Command may be bombing Japan at the rate of 1,000,000 tons a year. General Doolittle has promised 2,000-plane raids dropping 20,000 tons per raid.

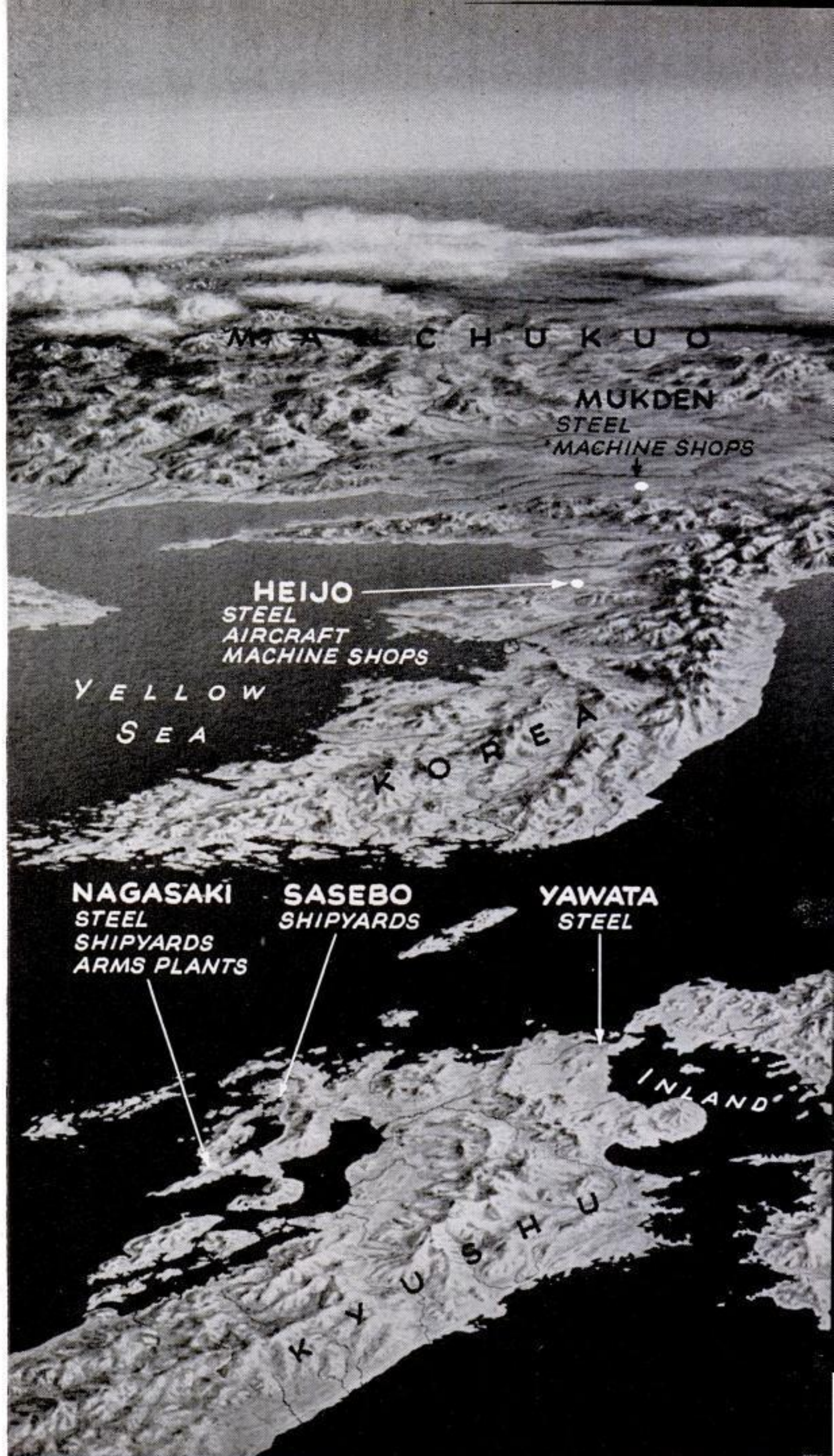
Thus the maps (below) of incendiary damage to four Jap cities are a faint premonition of what is to come, terrifying as they are. The burned-out zones are blocked in red and the incendiary area target is outlined in red. Most bombing has been done with incendiaries. Japan's cities, unlike Germany's, are highly inflammable. Many small units of industry are dispersed through them. Hence destroying wide areas is effective. How much it has hurt Japanese industry is undetermined. Only a part of the job has been done, only part of U. S. air might has so far been used.

Japan stands or falls on her home industry. Manchukuo and Korea, which provide 3,000,000 tons of steel, some aluminum, lead, zinc and less than 40% of Japan's industrial capacity, could provide a continental Jap army with small arms and light artillery. But only the home factories can supply planes, tanks, heavy guns, or complex signal corps equipment. And they are now within an average of two hours' bombing run from U. S. airfields on Okinawa.

Japan's weak points are: first, oil (2,000,000 tons per year, 1% of U. S.); second, transportation, notably shipping (all but two of Japan's key cities are seaports); third, steel (production, before bombing, 12,000,000 tons per year, 13% of U. S.). Japan's chemical industry has surplus capacity but it is Japan's only plus quantity.



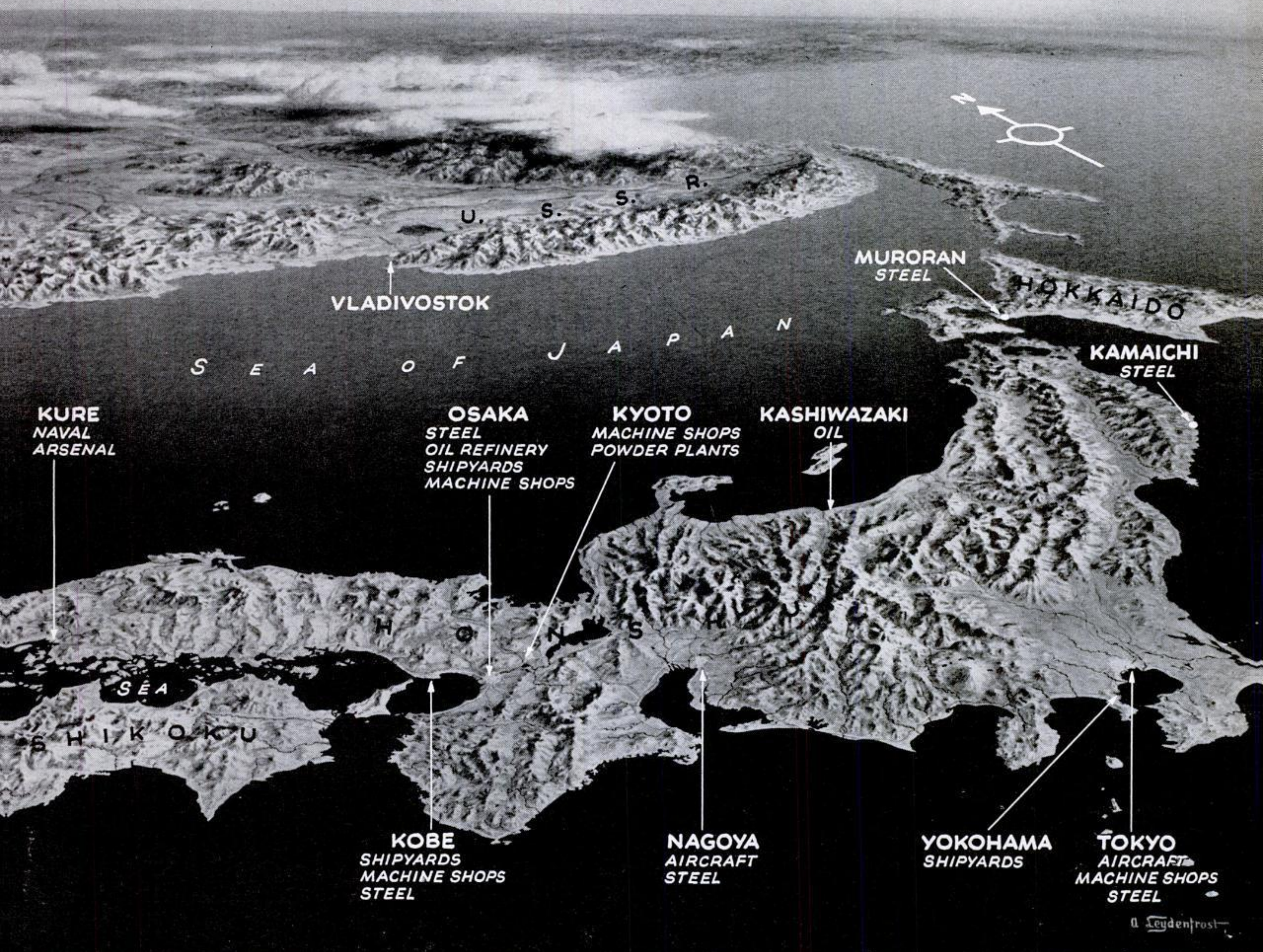
Tokyo is 48% burned out (32 square miles) as a result of incendiary raids March 10 and April 11, 13, 15. Damage just skirts Imperial Palace (center), blankets the industrial and red-light areas along Sumida River and Arakawa drainage canal. Total number of raids up to May 25: 20.



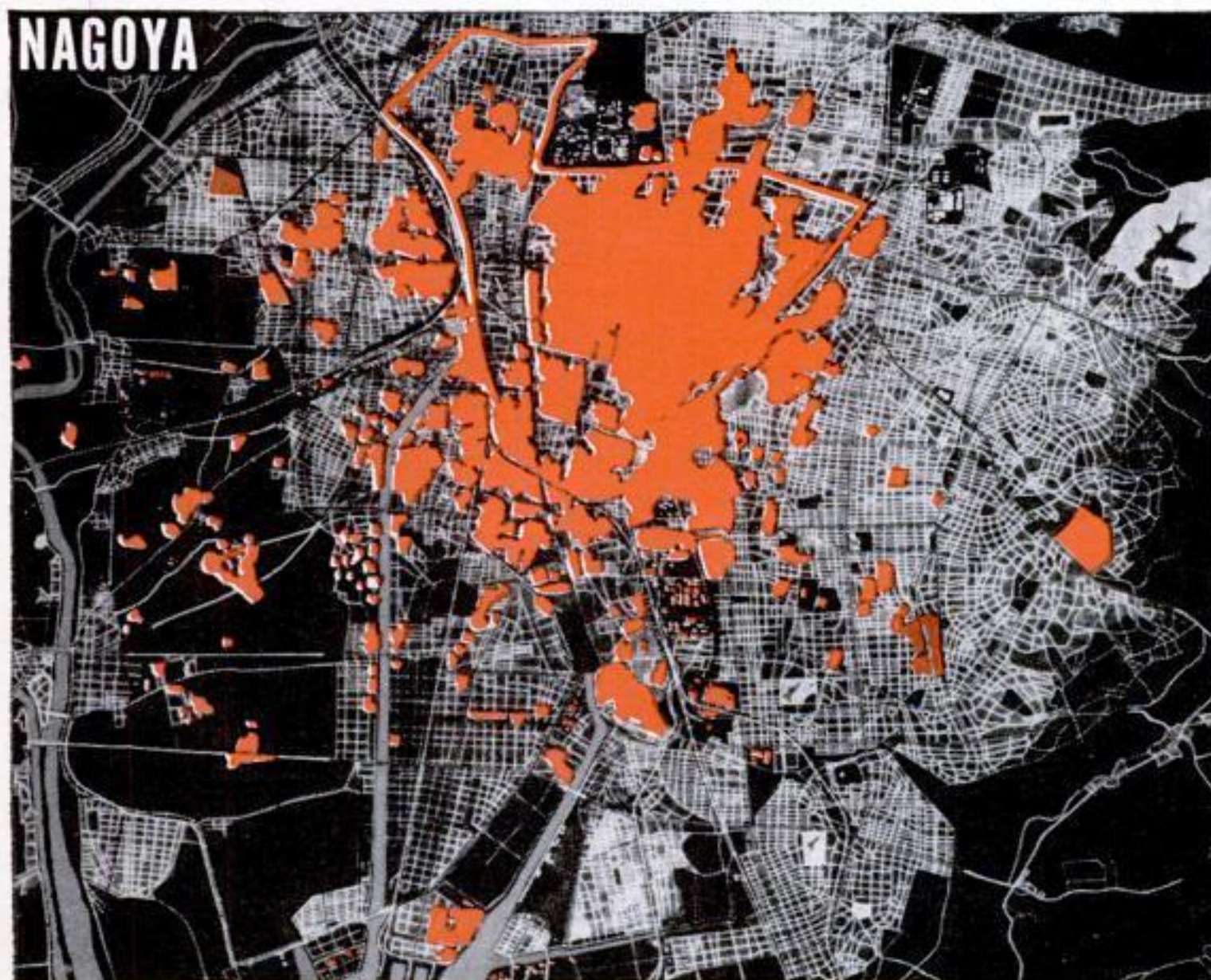
THE 13 CITIES THAT ARE THE MAINSTAY OF JAPAN'S INDUSTRIAL PRODUCTION ARE



Osaka is 20% burned out (eight square miles) from raid March 14. Osaka, meaning Bay Hill or Big Slope, is Japan's No. 1 manufacturing city. Three hundred planes carried 2,000 tons of incendiaries, probably blew up arsenal, most of the factories, estimated at 4,600 before the war.



ALL WITHIN 1,000 MILES OF ADVANCE U.S. AIR BASES ON OKINAWA. COMMUNICATIONS WITH MAINLAND OF ASIA ARE ENDANGERED BY U. S. SUBMARINES AND PLANES



NAGOYA is 10% burned out (five square miles) after raids of March 12 and 19. Again damage skirts castle (top, center). Nagoya was burned over May 14 and 17 by more than 500 B-29s concentrating on the Mitsubishi and Aichi aircraft works, boosting damage to 11 square miles.



Kobe, near Osaka, is 10% burned out (three square miles) after the March 17 attack. One of great shipbuilding centers, it has shipyards on both wings of the harbor, both hit. On March 19 U. S. carrier planes hit it again. Tokyo radio announced the raid, then played *Get Out of Town*.

before the
FIRST FORD
was built

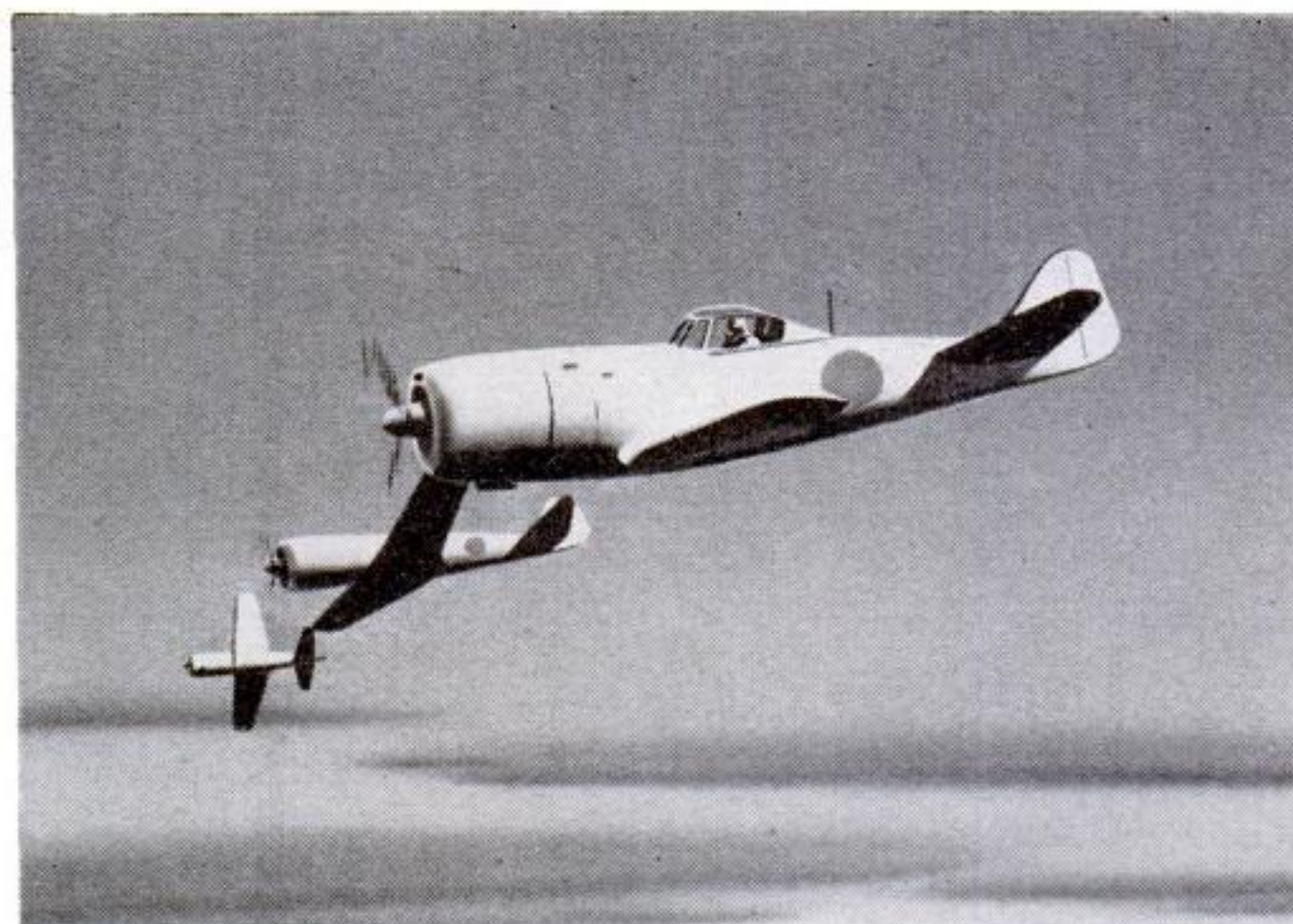
PENNSYLVANIA Was Building Fine Tires

Yes, before it was possible to watch the Fords roll by, Pennsylvania patents had made motoring safer. The first Vacuum Cup Tire was one of the great Pennsylvania patents. After Victory, Pennsylvania dealers will have the new *Silent Vacuum Cup Tire*—the safe, silent tire of tomorrow. Pennsylvania Rubber Company, Penn-Craft Park, Jeannette, Pa.



**PENNSYLVANIA
TIRES** MANUFACTURED BY THE ORIGINATORS OF THE
Silent Vacuum Cup Tire

Total Defeat CONTINUED



Top Jap army fighter is today "Frank 1," a considerable improvement over "Oscar," "Tony" or "Tojo." Made by Nakajima, it has some armor, self-sealing tanks, a good speed. The U.S. is now meeting Jap army planes in quantity for the first time.

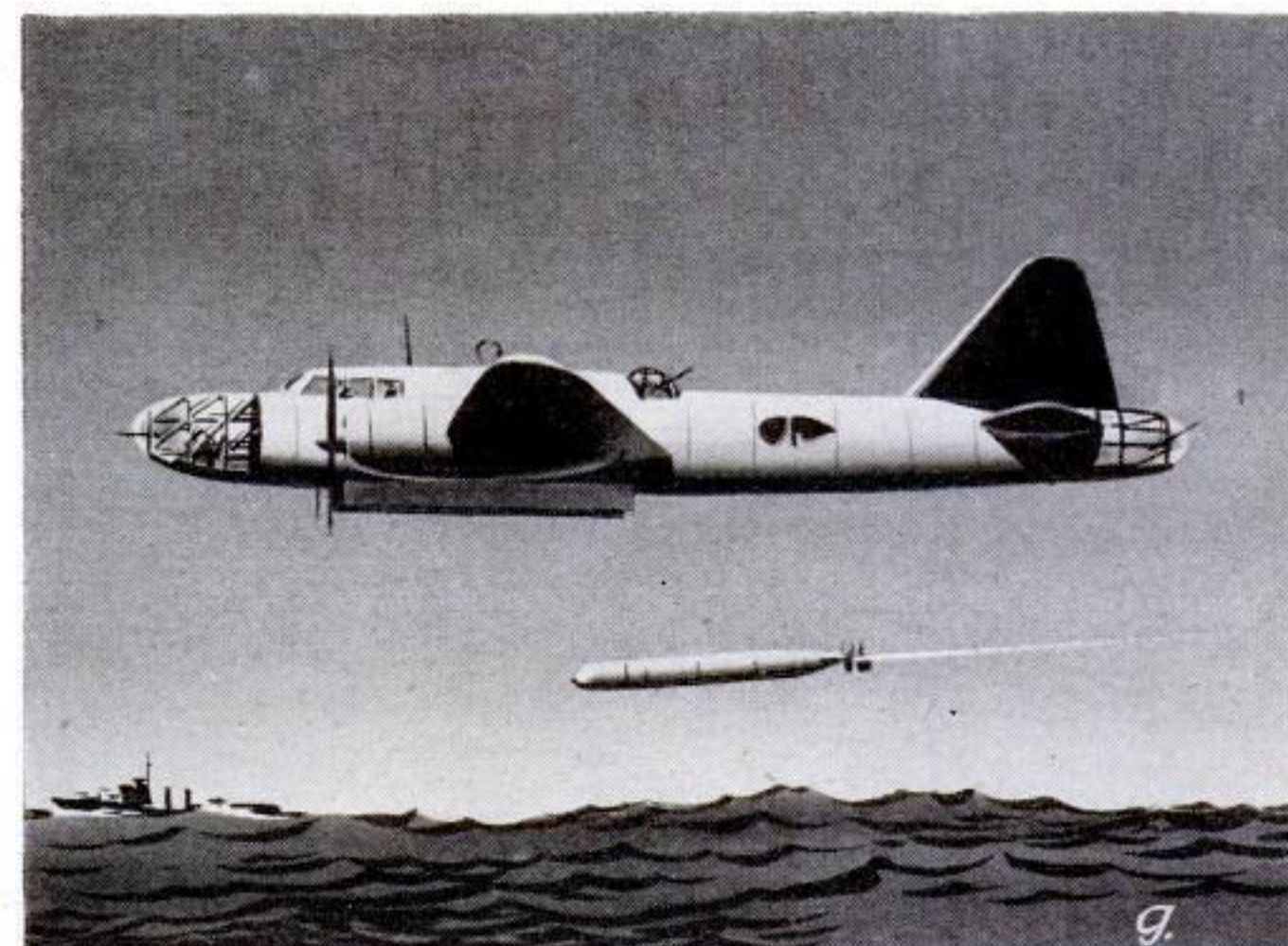
THE JAP AIR FORCE

Frank, Peggy, Betty and Stupid go to work

Japan's chief weapon in the air-naval war is now the suicide plane whose sole purpose is to run headlong into a U. S. ship or B-29. In destroying itself and its pilot, it also destroys or damages its objective. A device of desperation, the suicide plane cannot be lightly brushed off. At Okinawa it has damaged major fleet units but sunk no big warship. Nevertheless, a single Jap air raid off Okinawa sank one light U. S. warship, damaged 12 others at a cost of 77 Jap planes. Since they lack any other effective air weapon, the Japs may have considered the 77 planes well spent. On occasion a single U. S. warship has been hit by three suicide planes in a row.

The latest Jap suicide plane is the one shown on the opposite page. A glider manned by a half-trained pilot, it is fastened to the belly of a two-engined bomber and released near the target where it uses rockets to boost its speed to more than 600 mph at crashing. The glider has been christened by the Americans with the Jap word *baka* or "Stupid." The pilots are the so-called Kamikazes, members of the "Divine Wind Special Attack Corps." Usually 20-year-olds, they are no longer volunteers but are designated for the job, specially pepped up and posthumously promoted two or three grades. Their corps name, "Divine Wind" refers to the timely typhoon that destroyed an armada of the 13th Century Mongol, Kublai Khan, on its way to Japan. Japs hope their suicide boys will be as helpful.

Besides the *bakas*, nearly every plane in the Jap air force, including the two "hot" ones above and below, is on occasion used as a suicide plane, with or without bombs. But Jap pilots, committed to death, are getting more careless about hitting their objective as long as they die "gloriously."



Top Jap army medium bomber, used with torpedoes, is "Peggy 1," an improvement over "Helen" and "Sally" and made by Mitsubishi. It carries a crew of seven and a 1,700-pound load some 2,000 miles. It is stripped down when used for suicide.



"Betty" and "Stupid" are shown at the top just after the mother plane has launched the glider and before Stupid's pilot has begun to use his rockets to get up speed. At the lower right another Stupid rockets at top speed toward U. S. naval units.

JOIN THE THOUSANDS WHO ARE CHANGING TO THIS NON-RUB FLOOR WAX

TAVERN WAX

even Resists Water Spots!



Quick . . . Non-Rub . . . Protects Floors Longer. Yes, Tavern Non-Rub Wax protects all kinds of floors—linoleum, wood, rubber, asphalt tile. That Tavern lustre wears longer. It actually brightens with use—even resists water spots!

No wonder so many housewives are changing to Tavern Wax. They've found this special development of Socony-Vacuum saves hours of floor care! Quick to use. Tavern Non-Rub Floor Wax takes seconds to apply—dries in 20 minutes—makes cleaning easier!

Typical symbol of hospitality—Crown Tavern, Crowder, England



TAVERN PASTE WAX, TAVERN LIQUID WAX
These two famous buffing waxes clean as they polish—remove ugly marks. They bring out the beauty of wood floors. Protect window-sills, woodwork, furniture and painted surfaces. Get Tavern Waxes at your favorite hardware, department or grocery store.



TAVERN HOME PRODUCTS

Also: Tavern Window Cleaner, Tavern Lustre Cloth, Tavern Electric Motor Oil, Tavern Parowax or Paraseal Wax, Tavern Leather Preserver, Tavern Dry Cleaner, Tavern Rug Cleaner, Tavern Furniture Gloss, Tavern Paint Cleaner, Tavern Candles



IN THE CITY OF BAGDAD lived Hakeem, the Wise One, and many people went to him for counsel, which he gave freely to all, asking nothing in return.

There came to him a young man, who had spent much but got little, and said: "Tell me, Wise One, what shall I do to receive the most for that which I spend?"

Hakeem answered: "A thing that is bought or sold has no value unless it contains that which cannot be bought or sold. Look for the Priceless Ingredient."

"But, what is this Priceless Ingredient?" asked the young man.

Spoke then the Wise One: "My son, the Priceless Ingredient of every product in the market-place is the Honor and Integrity of him who makes it. Consider his name before you buy."

SQUIBB
A name you can trust

E. R. SQUIBB & SONS, MANUFACTURING CHEMISTS TO THE MEDICAL PROFESSION SINCE 1858

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GRIPPING THE STEEL SIDE OF A LANDING BARGE, A WAR-PAINTED MARINE VETERAN STARES THROUGH THE SMOKE OF EXPLODING SHELLS TOWARD BEACHHEAD OF PELELIU

PELELIU

TOM LEA PAINTS ISLAND INVASION

At dawn on Sept. 15, 1944 the U.S. 1st Marine Division invaded Peleliu, a small coral Pacific island in Palau group. With one of the first waves ashore went LIFE Artist Tom Lea to set down in sketches and words what the men did in battle and what the battle did to the men.

Historically Peleliu ranks with Tarawa, Saipan and Iwo Jima among the four bloodiest battles in the 169 years of the Marines. Three days before D-day Admiral Halsey's Third Fleet had sailed close to the strateg-

ically important island and demolished barracks, hangars, radio stations and other visible targets. Then the 12,000 Japs on Peleliu moved permanently to formidable, ingeniously contrived positions underground, in cliffsides and in tunnels under the ridges. "With plugs in their ears and hate in their hearts, they waited," Lea wrote following the battle. "Through terrifying bombing and shelling they waited for the marines to start across the 675-yard reef to the beach on D-day. Then they opened up."

ON THE HOT CORAL SANDS OF THE BEACH A JAP SHELLBURST KILLS FOUR OF THE ATTACKING MARINES, FLATTENS OTHERS. AT RIGHT: A HIT U.S. LANDING CRAFT BURNS





HOTGUN In five minutes these sweating artillerymen of the 1st Battalion, 11th Marine Regiment, fired 100 rounds of 75-mm. high explosive into a concentration of Japs entrenched on the other side of the wooded ridge. This particular group of gunners, which Lea sketched on the spot, argued for a minute about why their gun was overheating so badly. At Cape Gloucester they had fired even faster without burning out the barrel. The difference, they finally decided, was in the climate. At Cape Gloucester a chilling monsoon rain cooled the gun while at Peleliu the temperature soared to 115° F.

COMMANDER of a 7th Regiment battalion, 28-year-old Lieut. Colonel Hunter Hurst, sits on a smashed wet log, marking positions on his field map. His battalion was up ahead attacking a Jap blockhouse. This was Lieut. Colonel Hurst's first combat assignment. Previously he had commanded Marine Corps Women's Reserves. But at Peleliu he was in the thick of the action. Lea tried to catch "the grave weary hours tracing hard lines in his boyish face." Behind the commander his communicator kept saying in a plaintive monotone over the phone, "This is Sad Sack calling Charlie Blue."



ADVANCE ON BLOCKHOUSE:

marines move cautiously past "dead Japs which littered the ground—strange, twisted human bodies, still red, raw meat and blood mixed with gravelly dust, and splinters." Describing the scene further, Lea writes, "The stench increased with each minute. Then the flies came, flies so big, so deliberate, so numerous they formed buzzing fences defying human traffic." The blockhouse had been hit by 16-in. shells from a U.S. battleship which ripped through the 3½ ft. reinforced concrete. But the enemy reoccupied it before the marines moved in.

TWO SNIPERS, Captain Frank Farrell (*right*) and Pfc Earl F. Roth Jr., stop in a thicket to shoot Japs trying to escape from a trap by swimming across the lagoon. Farrell, veteran of the Guadalcanal and Cape Gloucester campaigns, led 13 patrols on Peleliu in search of live Japs and caught only one. During one of these roving excursions 450 yards inside Jap-held territory Farrell's five-man kidnapping group was pinned down for 40 minutes by three enemy machine guns yammering on their left, a pillbox in front and two snipers behind them. Miraculously the entire patrol escaped alive.





THE LAST STEP before the death of this mortally wounded marine is described by Lea: "Mangled shreds of what was once an arm hung straight down as he bent over in his stumbling, shock-crazy walk. Half his face was bashed pulp. The other half bore a horrifying expression of abject patience. Grotesquely his blood-soaked uniform was coated with coral grit. Marines who were about to

plunge into battle stared, cursed, saw him collapse in a red puddle on the sand." This marine was on his first combat assignment. He landed from the LVT in the first wave. "His eyes," wrote Lea, "searched for a fight. Then something exploded. He scrambled up from the ground as if embarrassed at falling. He looked at his left arm, stumbled back to the beach. He never saw a Jap, never fired a shot."



BATTLE FATIGUE is mirrored in the stark, staring eyes of this marine painted against the background of "Bloody Nose Ridge," a mile-long jagged cliff which was the strongest Jap redoubt on Peleliu. Lea's notes tell this man's story: "Last evening he came down out of the hills. Told to get some sleep, he found a shell crater and slumped into it. He's awake now. First light has given his gray

face eerie color. He left the States 31 months ago. He was wounded in his first campaign. He has had tropical diseases. There is no food or water in the hills except what you carry. He half-sleeps at night and gouges Japs out of holes all day. Two thirds of his company has been killed or wounded but he is still standing. So he will return to attack this morning. How much can a human being endure?"



REQUIESCAT IN PACE: "The dead marine seemed so quiet and empty and past all the small things a man could love or hate," Lea wrote about this moving scene. "The padre towered over the crouching figures around him like a plaster saint with canteens and a Bible. Chaplain John J. Malone had never seen battle before. On this dot of earth he was deeply affected by the continual stream of resignation, suffering and death. Amid the frenzy, the wreckage and the snipers' bullets the padre looked very lonely, very close to God as he intoned his prayers over the shattered men."

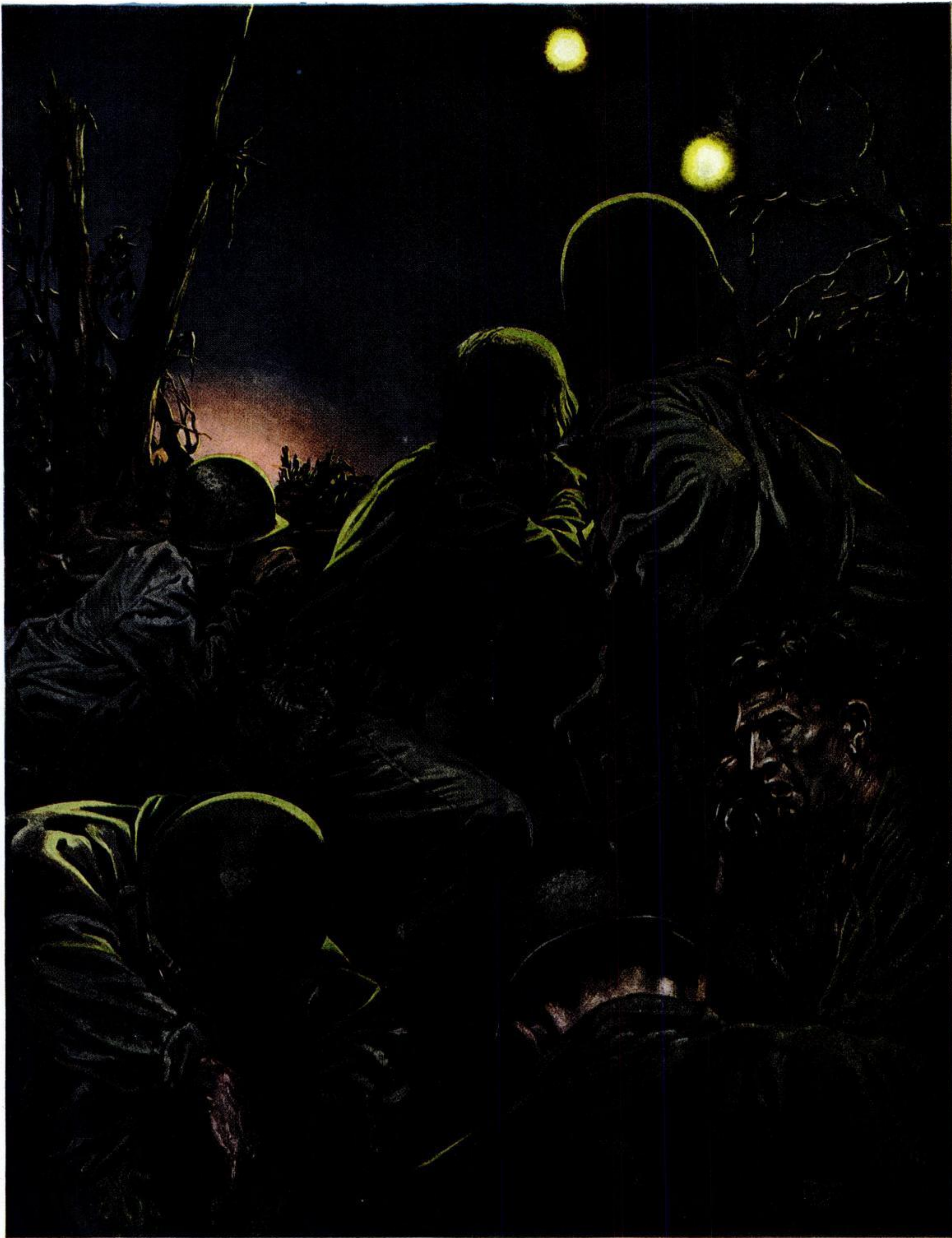
"The regimental sick bay was 30 paces back of the command post in a huge bomb crater. In the center of the depression the surgeon attended the worst stretcher cases. In this area (*right, above*) a team of medical corpsmen took care of less serious wounds. Stretcher-bearers arrived in an endless line with their tragic burdens. The blood plasma container was hung from the fork of what was once a tree (*left, above*). It had to be this way. To erect a hospital tent would have invited disaster. The sick bay was near the beach, too, so that those marked for evacuation could be transported quickly to the hospital ships lying just offshore. The slightly wounded were quickly returned to their units. The dead were covered with a shirt, a poncho, a blanket or anything which was handy. They were placed in rows to wait the digging of graves. Not counted as battle casualties were marines evacuated from the island due to the action of another enemy—the sun, just seven degrees from the equator. It was a

vicious foe. The sharp, glittering heat turned coral rock formations into oven walls and simmered the men in their own sweat under their steel helmets. As their canteens went dry, marines shriveled, passed out, became paralyzed in grotesque shapes, victims of heat exhaustion."

The Japanese plan of battle was worked out to make the padre's job particularly heavy on Peleliu. The island's reef was barricaded with concrete posts and railroad-track ties, all heavily entwined with barbed wire. There were necklaces of underwater mines around every possible landing point. Their artillery and mortars were fired from inside caves which had camouflaged steel doors that closed, protecting the positions from aerial observation and bombardment.

The Japs had planted inverted 500-lb. aerial bombs and naval torpedoes with special fuses as mines and booby traps. Minefields stretched from the water to 50 yards inland in a pattern which insured explosives every 20 feet. There were few trenches but hundreds of pillboxes, caves and tunnels. From them Japs took their toll. Death was manifest everywhere you looked, every time you breathed. Infantry platoons which began with 63 men left the island with 10. One company landed with 175, left with 36. Captain Preston ("Pete") Parish was the only company commander in the 7th Marines not killed or wounded. Total casualties in the 1st Marine Division were 6,090 of which 1,190 were dead. It was an unbearable price to pay, but Peleliu had to be taken. There was no other way.

A TOUGH CAPTAIN, Frank Farrell, in fatigue clothes, barks orders to his corporal, "Get grenades and flashlights and stand by." When the corporal, blinking in the strong sunlight, questioned the need for flashlights, Farrell explained they would be required on a mission inside Jap caves and tunnels to search for information.



INFILTRATION: At nightfall Lea sketched this scene, carefully recording all that happened. "There was a sudden flurry of rifle and machine-gun fire," he wrote, "then a crashing answering fire in the blackness ahead. Three men took positions behind a coconut log that had broken off at the end of the tank trap. The top of the trench, the splintered trees, men hugging the broken earth—all were etched against the smoky sky by the sickly yellow-green light of the flares which looked like rays from a moon dying of jaundice. The phone

rang. Combat Team 7's commanding officer, Colonel Herman H. Hanneken, listened. An officer reported Japs on the loose behind his lines. Hanneken issued orders. A battery of 105-mm.'s let go 50 yards away, dulling the ears with concussive blasts. Jap mortars spotted them and returned fire. There were momentary pauses in which the screeching 'Banzais' of the Japs could be heard. Colonel Hanneken, who had served in five wars during his 31 years of active duty, remarked about Peleliu, "This is the bitterest, fiercest conflict I've ever seen."



"ON TARGET" *by Fisher*

HOW do American bomber crews get on their targets so accurately?

They're trained and experienced flyers. Born fighters, too. But they also have a number of amazing instruments that work from take-off to landing to help make every mission a success.

Two of these navigational aids are the Gyro Horizon Indicator and the Directional Gyro Indicator, designed by Sperry and built by Sperry and Fisher Body. These help immeasurably to keep "on target" in precision bombing, and on a true course in blind or night flying.

Two others are the Air Position Indicator and the Remote Indicating Compass, designed by Bendix and built by Bendix and Fisher Body. The compass holds a course far more accurately. And the Air Position Indicator gives the navigator, virtually at a glance, the latitude and longitude of his plane.

To date, Fisher Body has built more than 400,000 of these delicate, sensitive instruments. And the answers to the strict requirements surrounding each are found in the skills and techniques inherent in the Fisher Body organization.

The Army-Navy "E" flies above ten Fisher Body plants for excellence in aircraft, tank and naval ordnance production.

Tanks, big guns, bomber assemblies or flight instruments — the "Body by Fisher" emblem stands for the same fine craftsmanship in war as it does in peace.

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D I V I S I O N O F G E N E R A L M O T O R S

CLOSE-UP



MICHAEL AND HELEN LERNER, BOTH GREAT FISHERS, ARE ALSO ARDENT HUNTERS. IN THEIR NEW YORK TROPHY ROOM THEY NOW PLAN THEIR POSTWAR FISHING

CHAMPION FISHERMAN

MICHAEL LERNER, WHO CATCHES MORE BIG ONES THAN ANYONE ALIVE, WAITS WAR'S END TO CATCH SOME MORE

by ARTHUR BARTLETT

Fishing is the American national sport. Twenty million Americans go fishing in a normal year as compared with only a few million who play golf, tennis or other so-called popular games. Furthermore, the fishermen spend about twice as much as is spent on any other sport and nearly five times as much as all the football, baseball and other fans spend for the privilege of sitting down and watching athletic contests. Accordingly, the leading sports figure of the United

States is not Joe DiMaggio, Joe Louis, Byron Nelson or any other practitioner of second-rate pastimes. On the contrary and beyond a doubt, it is Michael Lerner.

Lerner has caught virtually every kind of fish that swims. He has made dozens of records in big game fishing, though he holds none officially because he has disqualified himself as president of the International Game Fish Association. This is just a lucky break for lesser fisher-

men, however. Lerner can afford the grand gesture because the people whose opinions count recognize his pre-eminence without benefit of official records. These are the members of the exclusive set of big-game fishermen. Less than a thousand of the 20,000,000 fishermen are of this upper crust (not counting casual holiday-makers) and naturally they tend to form a somewhat snobbish mutual admiration society. Mighty fishermen like Ernest Hemingway and



NO
SOUR GRAPES
IN THIS BUNCH...

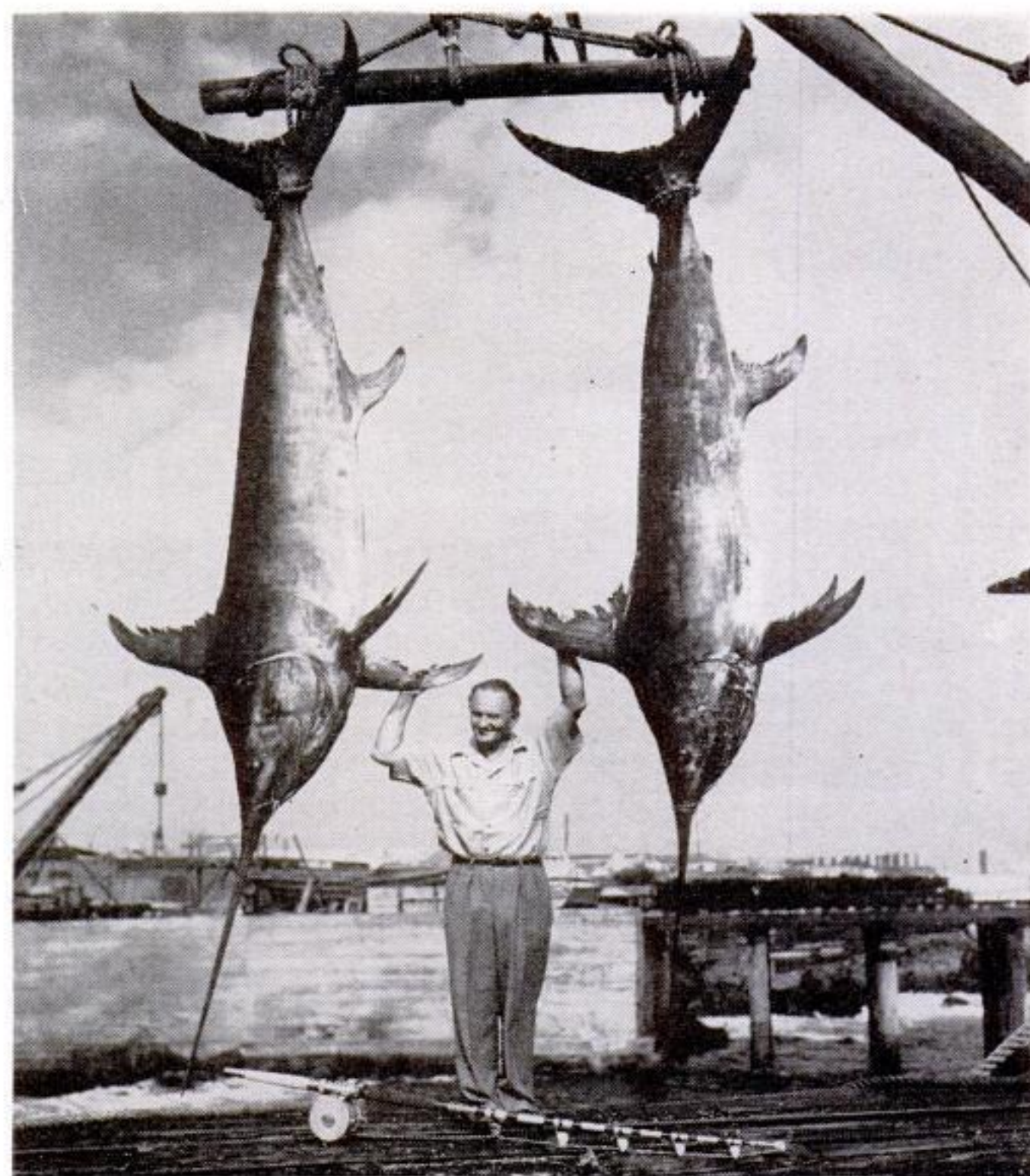
they're all honeys!



URGENT!
Experienced Seamen
needed: Wire collect
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- 1 TruVal rayon sport shirt
in sand-dune, convertible collar,
two flap pockets. 2 TruVal pa-
jamas in regimental stripes and
all-over patterns. 3 TruVal white
Sanforized broadcloth shirt,
patented starchless collar.
4 TruVal dress shirt in new
Spring colors. 5 & 6 TruVal sport
shirts in bright plaids.

— Sold by one dept. store and the better men's shops in your town.
TruVal Manufacturers, Inc., 261 Fifth Avenue, New York 16, N. Y.



Two swordfish in one day is a haul accomplished three times by Lerner, who shares distinction with only seven other men and one woman. He hopes to make it three in a day.

CHAMPION FISHERMAN CONTINUED

S. Kip Farrington Jr. rank as Lowells and Cabots among the Brahmins of the sport and their attitude towards Lerner is not unlike that of the Lowells and Cabots toward God, though perhaps a shade more competitive.

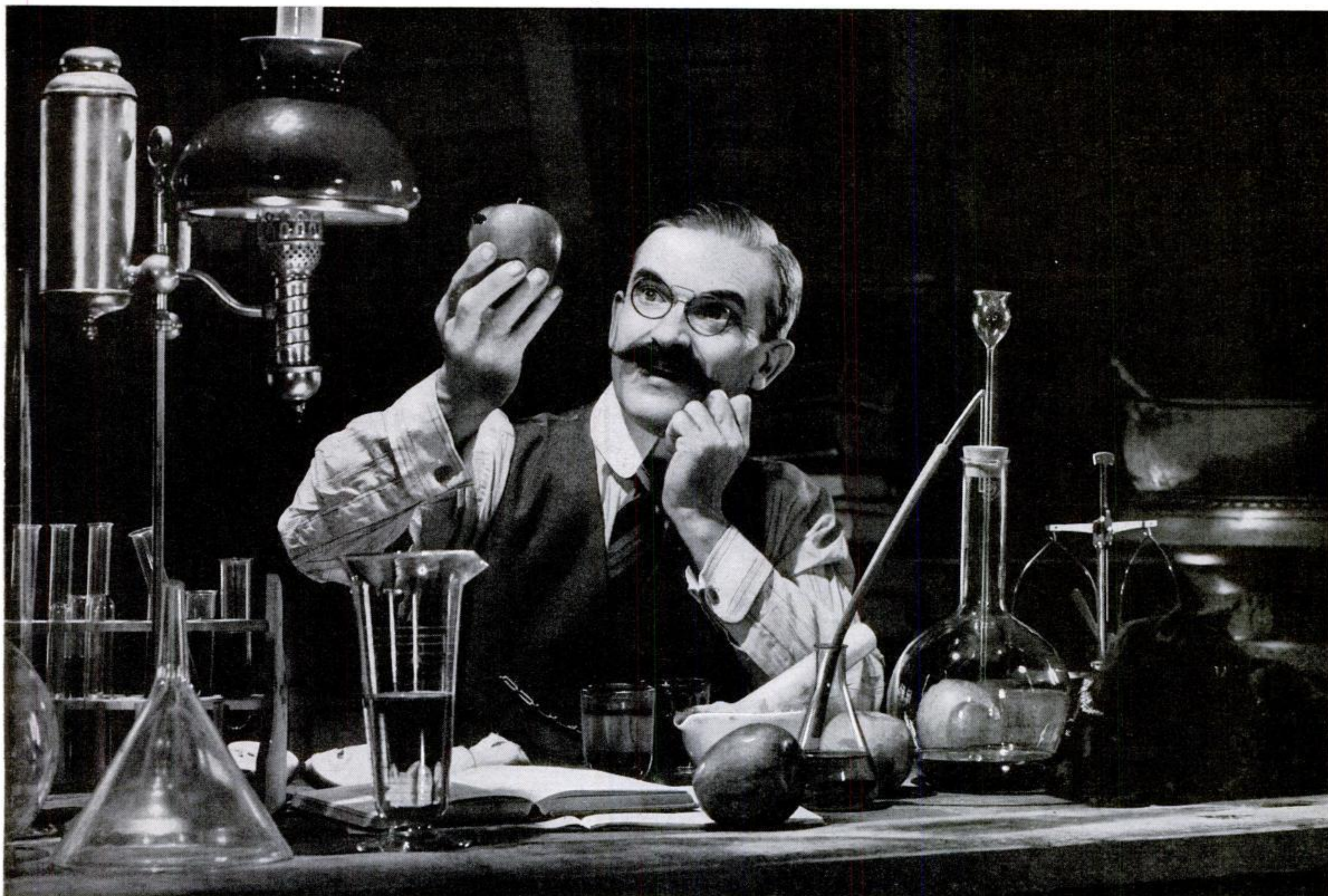
Lerner, however, has a democratic attitude toward ordinary people, as well as toward ordinary fish. The smallest fish that swims, provided it is big enough to get a hook in its mouth, arouses his interest, and likewise he is a friend to all fishermen. His activities in favor of fishing have been rewarded by innumerable awards and citations, including the order of *Al Merito* in the degree of *Commendador* from the government of Chile, the only honorary plaque ever awarded to a private individual by the Province of Nova Scotia and the Outstanding Achievement Award of the National Association of Rod and Gun Editors, whose members constantly refer to him as "the Good Will Ambassador of American fishermen." If justice is done, he will soon have to be honored by the U. S. Government, too, for prodigious war efforts of a piscatorial nature. He is chairman of a committee which has devised fishing kits for service men, one an emergency kit, the other for men who just want to go fishing. The Army figures that more than a million servicemen have fished with the recreational kits, and the life-saving kits are now standard equipment on lifeboats and rafts in all branches of the service. Lerner has also spent a lot of time showing movies and talking to service men in camps and hospitals and is now on an extensive overseas tour, under Army auspices, giving the boys pointers on fishing.

Haberdashery to herring

Lerner's present evangelical devotion to fishing is in part a result of prior confinement under pressure, like the carbon dioxide gas in a bottle of champagne. For 20 years he was an executive of the Lerner Shops, a national chain of women's haberdashers, which he and his two brothers founded. Ten years ago, with the business well established (it now has sales of \$87,000,000 a year), he left his brother in complete charge and began to put into fishing the energy and zeal that were no longer particularly needed in his New York office. Since then fishing has been his career, with occasional big-game hunting as a sideline, and he now feels for fish the same fascination that most business men feel for the excitements of business competition. He is as hard to discourage as an insurance salesman. At Bimini, where he has a fishing lodge, he once went out 24 consecutive days without boating a fish, though he finally got his reward on the 26th day in the form of a 446-pound blue marlin.

Such queer and obsessive behavior is, however, not at all unusual among big-game fishermen. They are a strange breed. Lerner's wife.

CONTINUED ON PAGE 72



The apple that meant jobs ... not joblessness!

IN THE '30s, the apple became the symbol for joblessness!

Well ... here's one that meant jobs!

We don't know the name of the apple, but we do know the name of the man. He was Robert Douglas, aged 29, who landed here in 1888, from Scone in Scotland.

An immigrant, with a Scotch burr and little money ... but with an abiding faith in his own destiny and that of America.

For twenty-three years, Douglas made ends meet by working for manufacturers of jams and jellies ... studying fruit chemistry in his spare time, until destiny, in the form of an apple, caught up with him in 1912.

Then, Douglas became the first to extract commercially the fruit ingredient known as pectin to science, and as Certo to you ... the product which takes the guesswork out of jam and jelly making, helps fruits jell just right.

With Certo, Douglas started a business, which, in growing, created jobs where no jobs had ever

existed before ... work for apple growers, fruit pickers, for jam and jelly manufacturers, for wholesale and retail grocers.

These jobs produced pay and purchasing power, and contributed to a prosperity that produced the highest standard of living in the world.

Jobs will be America's most crucial post-war problem ... regular employment for all who want to work.

Business can make millions of jobs if we encourage the Robert Douglasses of today to put their ideas into practice ... ideas that range all the way from building neighborhood businesses to expanding today's great industries.

Yes, American initiative can meet the need for jobs, provided regulations governing business do not discourage enterprise and remove the incentive of a fair reward. But if business is hindered in its job-making plans, the alternative might be Government relief projects to make up the jobs, perhaps including your job.

The choice is partly yours. For through your opinions and representatives, you make the rules

and regulations under which business must operate. Thus, you have a voice in determining how many jobs business can provide, and how quickly.

So, when you make up your mind about questions which can affect business ... ask yourself: "Will this measure help make more jobs by encouraging American initiative and enterprise?"

In your decisions may lie the future of your job, and the future of your country.

One big drop in the bucket

General Foods has 13,200 people on its payroll ... 3,077 in the armed forces.

We will have jobs for our service people when they return. And in our company they will get a warm welcome and a generous restoration of all employee benefits as well.

Furthermore, through growth and development of our present products, and by launching new products immediately after the war, we expect to make many new jobs ... jobs that don't exist today.

And remember, these are the plans of just one American business.

CERTO  **IS A PRODUCT OF GENERAL FOODS—AND AMERICAN ENTERPRISE**



"You'll Get the Kind of Postwar America You Want Only if You Start FIGHTING for It NOW!"

SAYS *Bob Bowes*

President and Founder Bowes "Seal Fast" Corp.
Pioneer in Safe Tire Repairs



★ Will we have an America with a new and higher standard of living insured by full employment and free play of American Enterprise? We will—only if we are able to make and **SELL** more goods to more people than has ever been attempted before. That's certain!

Making the goods will be easy . . . but **SELLING** them will require real fighting by men **WHO KNOW HOW TO FIGHT**. There, we believe, is the answer to the problem of the returning veteran . . . and America's greatest **OPPORTUNITY**. What we do with it is strictly up to US.

THE BOWES PLAN OFFERS OPPORTUNITIES FOR VETERANS

We have set up a plan based on the premise that one successful salesman makes dozens of jobs on the production line . . . that a high level of employment is not only possible, but **ESSENTIAL** to an America of high living standards and freedom of opportunity for all.

We will train a number of selected veterans in **BASIC SELLING**. Many will find jobs in our own expanded organization. Some will find their opportunity in selling for others. Those best fitted will be trained to engage in a business of their own. All will benefit.

This plan offers the returned veteran opportunity for a secure future of his own making . . . and channels his known fighting capabilities where they will do the most for him—and for America.

If you are an employer, big business or little business, you can help win this fight. Write for details of the BOWES PLAN.

BOWES "SEAL FAST" CORPORATION, INDIANAPOLIS 7, INDIANA

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Dependable

TIRE REPAIR SYSTEM

CHAMPION FISHERMAN CONTINUED

who gets seasick at the slightest provocation, started fishing on mild days primarily to please her husband but became so infected with the fishing virus that she started going out no matter how rough the water and continuing to fish no matter how ill she got. She ranks at the top of the women big-game fishermen now, as her husband does among men, though she still gets seasick. Even the guides, who go out for pay, are not immune. One of them once leaped out of Lerner's boat to swim over and help get a fish hauled into Mrs. Lerner's boat, because he was afraid the sharks might get it first. The fish turned out to be a 326-pound blue marlin, the record for lady fishermen at the time, and if it had been mutilated by the sharks it would not have counted as an official catch under big-game fishing rules. Happily, they got neither the fish nor the guide.

One of the symptoms of advanced fish-fever such as this is a restless desire for new places to fish. This led Lerner to one of his greatest triumphs and to his Nova Scotia award. The episode happened in 1935 when he decided to try the fishing off Nova Scotia. Zane Grey and a few others had done a little fishing there, but winds, tides and rough water had kept most anglers away. Lerner had equally poor results and had boarded the steamer at Yarmouth to start home again when he fell into conversation—about fishing, naturally—with a Yarmouth gasoline station proprietor. What the Nova Scotian told him about the fish he had seen brought into the little village of Wedgeport by commercial fishermen, who harpooned them, was enough to start Lerner unloading his baggage from the steamer. Within an hour he was in a taxicab on his way to Wedgeport.

Nova Scotia strikes it rich

The result of that hasty decision was a mess of fish totaling 5,526 pounds. They consisted of 26 blue fin tuna ranging from around 100 to 500 pounds and Lerner caught them in 11 days of rugged fishing. He put in a long-distance call to Kip Farrington, who hastened to join him. Shortly the town was tuna crazy and the Yarmouth *Herald* was putting out extras to keep up with the catches, while press services were relaying the news to the metropolitan press. The first Sunday after Lerner arrived, the whole town turned out to watch the fishing. All the local boats were pressed into service as floating grandstands and some of them even had orchestras aboard. Lerner obliged by catching two big tuna in quick succession, with the crowd roaring, orchestras playing and whistles blowing. Red flares burned in the streets when he came in.

The Wedgeporters had reason to celebrate. Lerner had found gold for them. The Eastern Steamship Lines started running all-expense fishing tours to Wedgeport and Wedgeport fishermen (all named LeBlanc or Pouthier, as is everybody in Wedgeport) built fishing seats on their boats and began making more money in a month as guides than they had made in a year as commercial fishermen, while hotels, garages, filling stations and other caterers to visiting fishermen prospered munificently. The Provincial government, glowing with gratitude, dispatched top dignitaries to make their formal award to Lerner with ceremonies at the American Museum of Natural History in New York.

Lerner is nervous and stutteringly inarticulate at such ceremonial occasions, but he derives a deep satisfaction from them. He likes to think of his fishing career as much more than a pastime and goes to

CONTINUED ON PAGE 74



Army-Navy fishing kit was developed by Lerner and other anglers in 1942 for use in lifeboats and rafts. The kit contains dehydrated bait, six lines, net, a knife and gloves.

Why be Irritated ?



Light an Old Gold

Apple "Honey" helps guard O.Gs. from Cigarette Dryness

It's an open secret—the extra smoking pleasure in Old Golds! For this mellow blend of many choice tobaccos includes a touch of rare, imported Latakia tobacco—for *extra flavor*. Plus the special moisture-protecting agent which we call Apple "Honey", made from the juice of fresh apples. This helps seal in the natural moisture, *helps prevent cigarette dryness*. Pick up a pack... next time you can.



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WAR LOAN
BUY AN
EXTRA BOND

Our Wartime Pledge—

...To produce all the cigarettes possible *without* sacrificing quality.

...To supply the armed forces *first*.

...To distribute the remaining civilian supply *fairly* and *equitably* among dealers.

If you have to take a substitute brand today...ask for Old Golds again tomorrow. We'll do our best to see that you get your fair share.

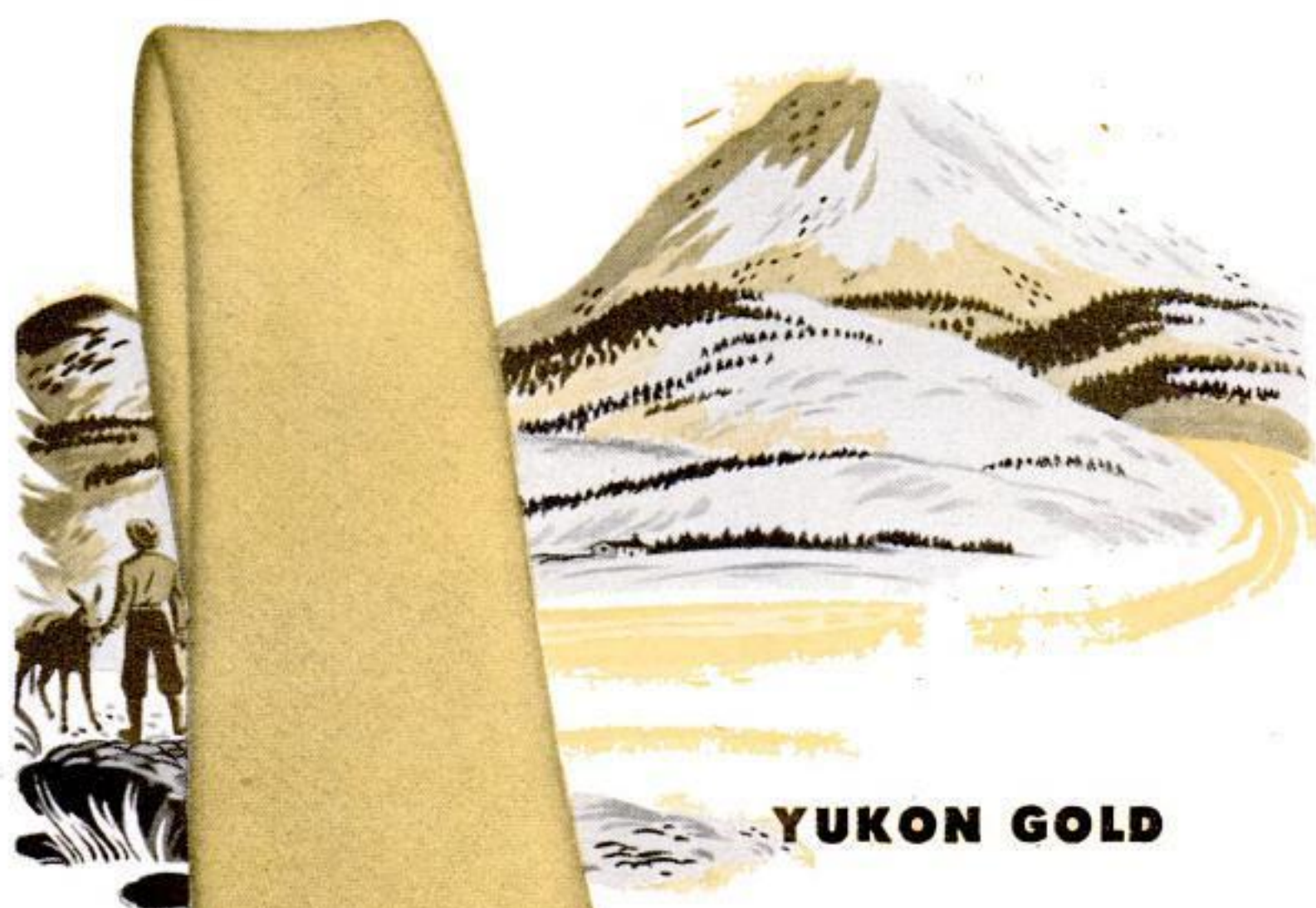
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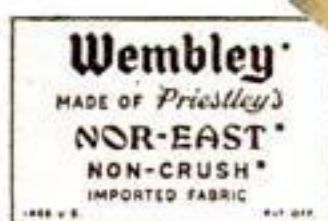


Twist it!...



Knot it!...

Not a Wrinkle!



Quality Far Beyond the Price

ONE DOLLAR

WEMBLEY TIES of imported Nor-East Non-Crush fabric maintain high quality, but are limited in quantity. When more fabric is available from England, you'll be able to get all you want. Meanwhile, select Yukon Gold in Wembley's new wartime all-wool fabric—at better stores everywhere.

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CHAMPION FISHERMAN CONTINUED

great lengths to keep it on a plane of social significance. Some of his best fishing trips, though at his own expense, have been under the auspices of the American Museum of Natural History, with scientists eagerly awaiting his catches, knives sharpened and notebooks ready. It was after one of these trips, off the coast of Chile, that the Chilean government decorated him, though their enthusiasm for science may have reflected their belief that other American fishermen would follow him to the Chilean waters, bringing prosperity in their wake.

Lerner's own interest in the scientific results is genuine enough. The more the scientists find out about what the big fish like to eat, the better he and other fishermen are informed when the time comes to choose bait; and the more definitely the scientists trace fishes' migrations, the better the clue to where to catch them. Even beyond such ulterior motives, however, Lerner is interested in anything pertaining to fish and it was because he had often compared notes with the scientists at the museum that it occurred to him to invite them on some of his fishing expeditions where they could study the life habits of big-game fish at first hand.

Lerner does it the hard way

Lerner's passion for fishing dates back to his boyhood. He was born in Philadelphia, but when he was very young his family moved to Long Island, where he improved his hours fishing for flounders and other small stuff off Long Island docks. He was introduced to this pastime by his father, a real-estate man and an ardent fisherman. His first big fish was a tarpon, which he caught off Miami about 1930. It weighed only 67 pounds, but it filled him with an excitement that has never left him. By 1935 he was one of Bimini's leading fishermen and was made Vice President of the Bahamas Marlin and Tuna Club, of which Ernest Hemingway was president. He had caught three blue marlin ranging from 190 pounds to 305 in July of the previous year and it was considered a notable catch. Nowadays he usually throws back such small ones.

The most sacred unwritten law of big-game fishing is to do it the hard way, with the most delicate tackle that will do the job and strictly without help except in hauling the fish into the boat. ("It would seem to be enough advantage to the angler," Hemingway has explained this self-penalizing insistence, "that the fish has the hook in his mouth rather than the angler.") Lerner accepted the rule religiously when he started to become a big-game fisherman and devoted himself to developing a technique to catch fish in spite of it. His method is to strike the fish with every available ounce of strength, to set the hook at the earliest possible moment and then to fight every minute to bring the fish to the boat. It is less exhausting to let the fish help wear itself out, but that also gives it more time to get free of the hook and get away. Many fishermen have fought big fish for four and five hours, and an hour or more is commonplace, but, despite his 54 years, Lerner usually manages to catch them or lose them in half an hour or less. He has Atlaslike shoulders and a powerful back to put into the fight and keeps in condition with roadwork and medicine ball.

A second unwritten law of the cult, to which Lerner had no trouble accommodating himself, seems to run something like this: the bigger the fish, the humbler the fisherman. It is perfectly all right, in fact almost *de rigueur* to have a picture taken with the trophy, but in talking about it, while one is expected to describe the action tactically, one pretends that it was really nothing at all, or, at most, just a stroke of good fortune. Lerner, a naturally self-conscious man, is even more skittish in this respect than most of his fishing cronies. Even when the tabu on boastfulness is not tightening him up, he is a disjointed conversationalist and he relies on his wife, Helen, to be the narrator of their expeditions. She handles the assignment with the requisite modesty but with the aplomb of a born lecturer.

Mrs. Lerner is a brunette, petite and feminine, weighing only 110, but a formidable little woman from the standpoint of a fish. She uses Lerner's method of fishing, putting everything into the fight until the fish is boated, and though her average fighting time is higher than that of her strong-shouldered husband, she has been known to strike a big marlin so hard, to hook it, that she tore off half its head and had it in the boat in less than eight minutes. She and Lerner usually fish in separate boats and with separate guides and compare notes at the end of the day. Lerner, who after some 20 years of married life still calls his wife "sweetheart" and similarly affectionate names, was particularly pleased one night in 1939 when, fishing miles apart off Bimini, they hooked marlin at precisely the same time and found, when they brought them in, that each one weighed precisely 404 pounds. Like most fishermen he is mildly superstitious—he likes to keep on wearing pants that have brought him

CONTINUED ON PAGE 76

Charming Philadelphia Deb,
Virginia Scott, arriving at the church
on her Wedding Day.
Ensign Thomas Harding Polk
is the Lucky Man . . .



Annapolis tradition—A graduate's sweetheart puts his new right shoulder board in place. His mother puts on the left. Snapped on Commencement Day, "Sweetheart" Virginia's perfect Woodbury complexion has an added glow of pride and joy.



"I adore my Woodbury Facial Cocktail because it helped make him adore me," she says. "A good lathery massage and then a warm rinse and a cold one, and my skin feels so soft and smooth. Woodbury Soap is different!" Right you are, Virginia darling. Woodbury's a true beauty soap—made in cake form only, for the skin alone!



"Forsaking all others..."

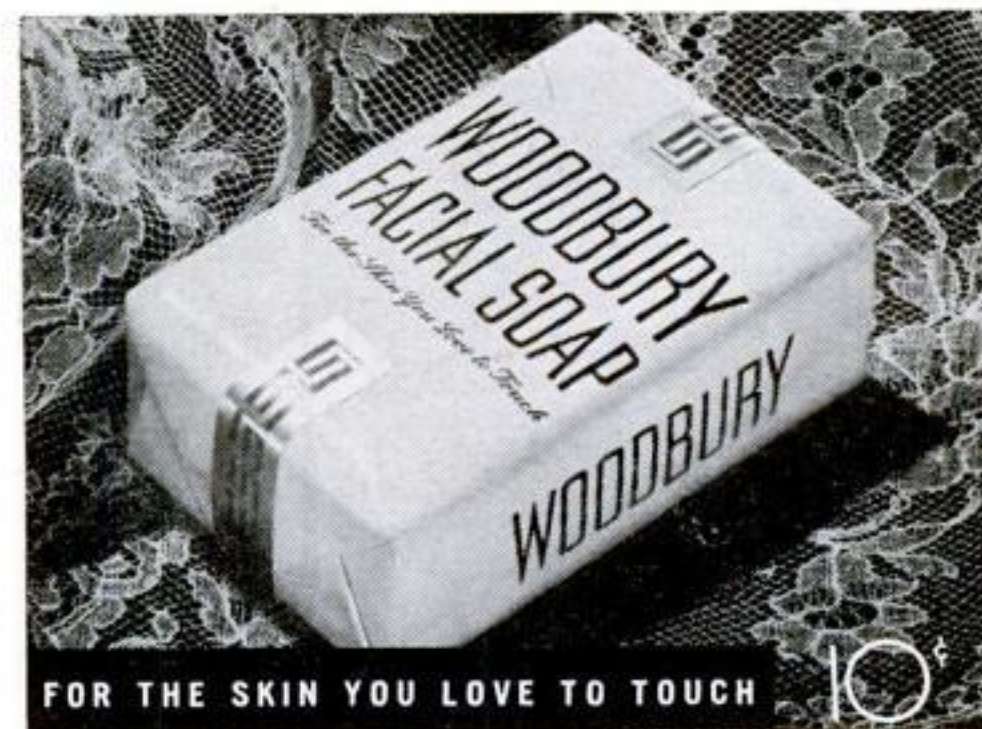
ANOTHER WOODBURY DEB WEDS



Courtship date in the Poconos. Virginia is an accomplished horsewoman, swimmer, hockey player . . . leaves it to Woodbury Facial Soap to keep her skin velvety.



Wedding Reception at the Bellevue-Stratford—The groom can't take his eyes off the new Mrs. Polk. Blame him? If we ever saw a tribute to Woodbury care, it's Virginia!



A real beauty treatment in cake form. A special costly ingredient makes it extra mild and mellow. See how much lovelier your skin can be after one Woodbury Facial Cocktail!

KEEP ON BUYING BONDS—AND KEEP THEM

**YOU'VE GOT IT
UNDER YOUR
THUMB...**

**FASTER, EXTRA
DOUBLE-AUTOMATIC
HEAT**

Instantly set for
Rayon • Silk •
Woolen • Cotton
• Linen



Sunbeam

DOUBLE AUTOMATIC

IRONMASTER

REG. U.S. PAT. OFF.

Although Sunbeam is working full speed on war work, we have been permitted to manufacture some Sunbeam Ironmasters. This *limited production* of pre-war quality Sunbeams will not go very far toward meeting the great national demand—but it is a beginning. So be patient with your dealer. He is doing his best. You may have to wait—but Sunbeam is worth waiting for because . . .

ONLY SUNBEAM HAS... the Thumb-tip Heat Control Dial up in the handle, where it is always cool and convenient. A touch sets it for the correct, safe heat for the fabric you wish to iron. Easy to see—easy to set.

ONLY SUNBEAM HAS... the exclusive Double-automatic Heat Control that gives you quick, steady heat for faster, easier ironing. No waiting for the Double-automatic Sunbeam to heat up—it's ready to go in a split minute and gives *correct* heat right from the first plug-in. Reaches safe Low Heat for rayons in 30 seconds, quick High Heat for heavy, damp linens in 2½ minutes. You finish quicker, feeling fresher.

IN ADDITION, IT HAS... the air-cooled, wrist-resting handle . . . larger ironing surface . . . permanently attached cord set . . . new streamlined beauty. Still at price of \$9.95.

Made and guaranteed by
CHICAGO FLEXIBLE SHAFT CO.
5600 W. Roosevelt Rd., Dept. 53,
Chicago 50, Ill. Canadian Factory:
321 Weston Road, So., Toronto 9

Over Half a Century Making
Quality Products



Four times
winner of
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By the Peacetime Makers of Sunbeam TOASTER, MIXMASTER, COFFEEMASTER, SHAVEMASTER, etc.

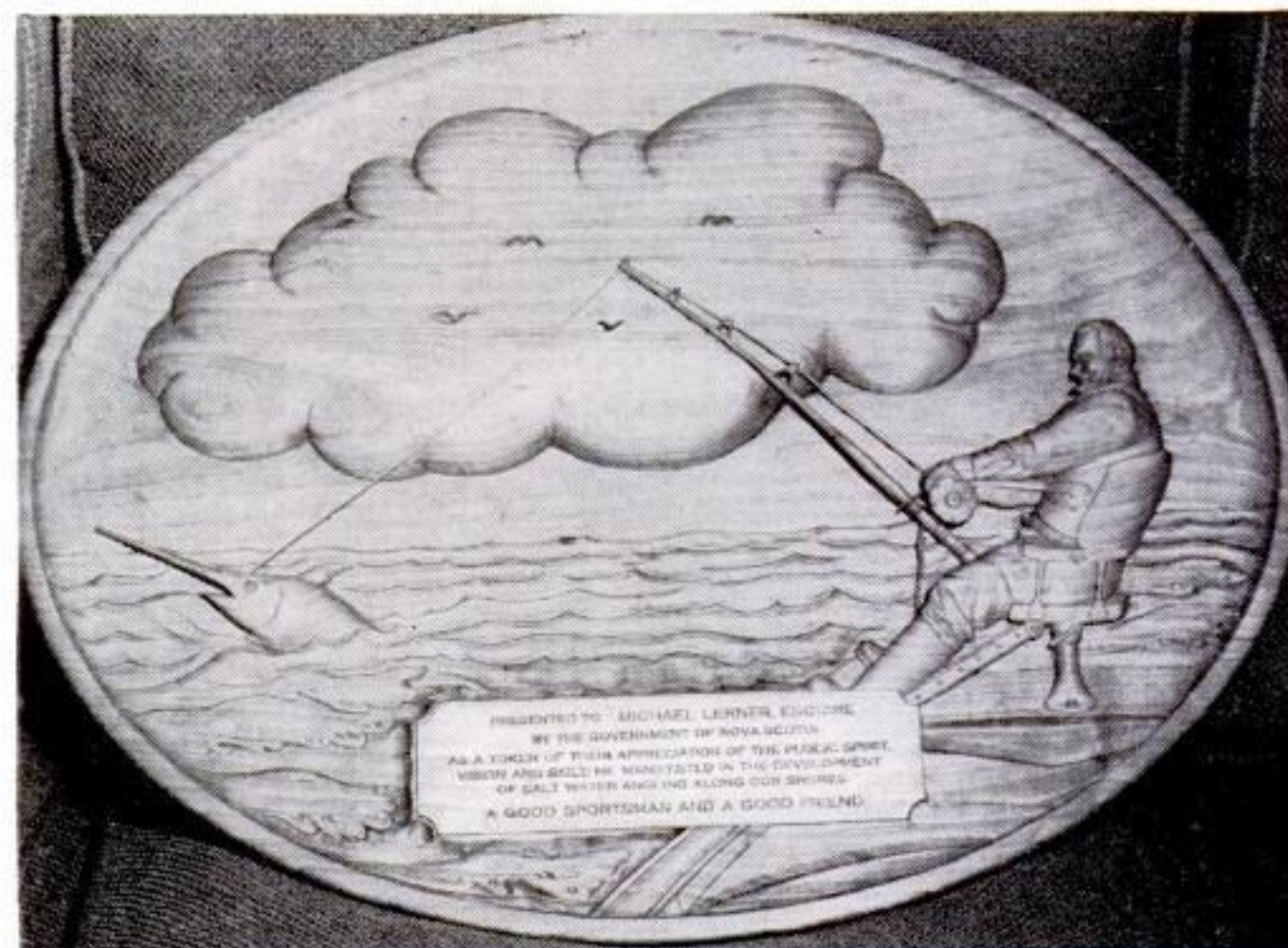
CHAMPION FISHERMAN CONTINUED

luck, for instance—and he felt that this was an eminently satisfactory feat for soulmates.

As a change from fishing Lerner took up big-game hunting some years ago and he and his wife have bagged trophies all over the world. They went on safari to Africa in the winter of 1936-1937, spent two months hunting blue sheep, caribou and grizzlies in the northern British Columbia mountains the next summer, then went to Indo-China for tiger, buffalo and gaur, and subsequently to Alaska, Canada and the Yukon. The evidence of their hunting prowess, in addition to some in the American Museum and more in storage, is displayed in a trophy room which Lerner maintains in a midtown New York office building and uses as his headquarters when he is in New York. A large terrace suite, it has a main room on the walls of which are the mounted heads and horns of about 50 animals, from moose to gaur. A huge elephant foot serves as an umbrella stand at the door and a set of sofas and chairs near the entrance is upholstered in zebra skins. The wall of a smaller room is covered with the swords of swordfish and marlin. Lerner lives in Miami and maintains no home in New York now; but one room in the suite is kept stocked with rods, reels, lines and other tackle, and another with a complete array of outfits, from parkas to tropical helmets, so that any sudden decision while in New York to be off for any part of the world could be converted into action at the drop of a duffel bag.

Since Pearl Harbor, though, Lerner has not been fishing further offshore than he could get in a dory. With his determination to keep his reputation as a socially conscious fisherman unsullied, he has stoically resisted the temptation to burn up gasoline, even though the OPA has relaxed its regulations to permit power boat fishing. He carries on an extensive correspondence about fishing, however, particularly with the servicemen who are using the fishing kits which he helped make possible. As a matter of fact, he was so concerned for these fellow-fishermen in the forces, who had no fishing tackle with which to try the waters of the various parts of the world where they were stationed, that he not only suggested and helped devise the recreational kits, but bought 3,000 of them himself, at \$2 each, to send to them. Then he headed a drive to raise a fund which supplied 33,000 more. After that, the Army took over and began distributing them through Special Services. Lerner takes a paternal interest in these fishermen abroad. He is proud, for example, of a GI in Curaçao who caught an 80-pound kingfish with tackle from one of the kits. This is a bigger kingfish than the one qualifying as the record catch on the books of the International Game Fish Association.

At home in Miami Lerner sometimes goes out on the piers, docks and bridges with a rod or hand line and fishes with the crowd, though usually only at night when he will not be recognized and draw a gallery. At other times he lies in a glass-bottomed boat, just watching the fish. Sometimes he lies there all day. When not thus occupied, he likes to study the big map of the world which covers an entire wall behind his desk and plan his big postwar fishing trips. "Nobody knows very much, scientifically, about the fish in the Indian Ocean," he says. He will remedy that situation eventually, no doubt. In doing so, it is equally without doubt that he will catch fish that will make ordinary, pedestrian fishermen as jealous as H. I. Phillips, the newspaper columnist, who wrote a few years ago, "I am getting very sore at you, Mr. Lerner, and I wish you would do me a favor by coming back some day with just a mess of eels."



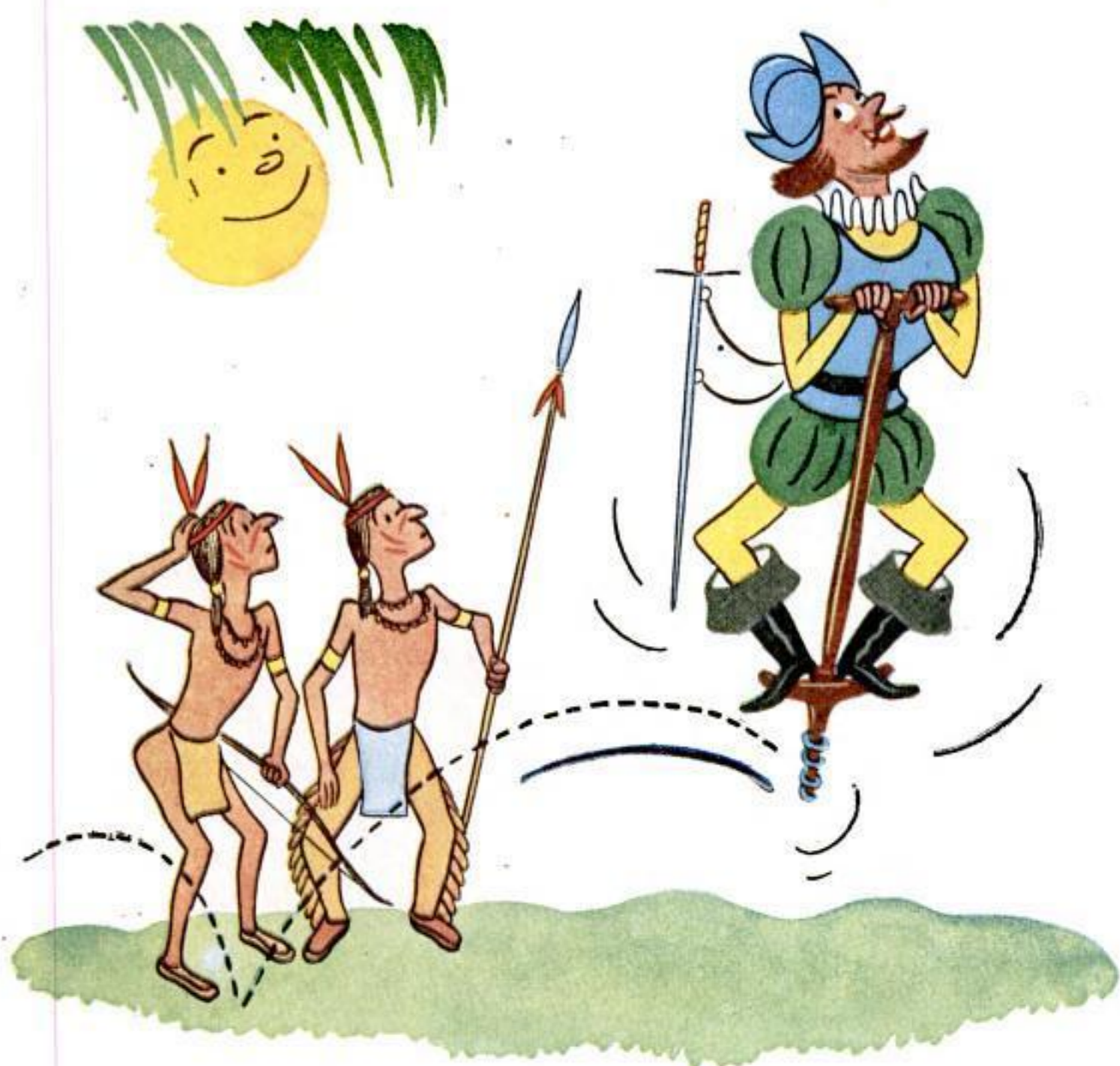
A rosewood plaque, presented to Lerner by the Province of Nova Scotia, shows him catching the swordfish that launched Nova Scotia as a famous sports fishing center.



when you think of Ponce de León...



...you think of the fountain of youth



when you think of energy...



...think of dextrose sugar

Poor old Ponce didn't know that youth has no priority on energy. At all ages, physical energy is a product of good health, based on sound nutrition.

The basic "fuel" upon which mind and muscles depend for abundant energy is a simple sugar called dextrose... the sugar into which all carbohydrate foods must be changed by digestion before the body can use them for energy.

Pure dextrose is sparkling white, crystalline, mildly sweet and cooling...it is food energy in its simplest form.

Corn Products Refining Company
One of the producers of

PURE...SWEET...SPARKLING WHITE
dextrose
NATURAL QUICK-ENERGY SUGAR

P.S. "dextrose" is *not* a brand name or a trademark... it is the scientific name for the basic fuel sugar of the human body.

PRACTICALLY all the dextrose produced in America is used by progressive food manufacturers...to improve the quality, texture and flavor of fine foods... breads, biscuits, candies, cereals, soft drinks, ice creams, table syrups, prepared desserts, jams, jellies, preserves... and many others.

At present, the demand for dextrose far exceeds the supply of this valuable sugar. The several producers of dextrose are working at full capacity... and striving to increase production to fulfill orders for dextrose from thousands of food processors.



ter-rif-ic!

it takes a terrific swim suit to hold its smartness through water and sun and high speed motion...

it takes a Jantzen! Even as things are this year, Jantzen gives you the same wonderful freedom in action, the same in-and-out-of-water glamour, the same special thrill, the same pride of wearership.

the new lines are terrific... ditto the new knitted fabrics, the colors, the details. For girls 5.95 to 12.95... for men 2.95 to 5.95... (although sadly enough, because of conditions, not as many as usual).

Jantzen

swim suits

tan

with JAN...Jantzen's new sun-cream lotion for a smooth soft skin.



NANCY GUILD, UNIVERSITY OF ARIZONA FRESHMAN, FINDS ARMY FATIGUE HAT GOOD PROTECTION AGAINST SUN. HER BRACELET IS MADE OF PILOT'S WINGS

GIRLS WEAR GI TOGS

They go around college campuses in soldiers' hats, shirts, shoes

Guided by a nice mingling of romantic and practical impulses, U.S. college girls have hit upon a new way of acquiring clothes of great comfort and at no cost to themselves. From friends and relatives in the armed services they beg something "to remember them by." Identification tags and insignia are fine, but sturdy shoes, rugged coveralls, raincoats, jackets, shirts, if given and accepted with the right feeling, can be just as sentimental. By Army rule GIs are

not supposed to give away Army clothes, but they do.

Girls prize most the patched, faded things which have been worn in combat zones. The fatigue suits, coveralls and shirts are pretty big but that is one of reasons why the girls like them. They are comfortable and can be worn without a girdle. Even Army shoes when worn with heavy socks fit the girls' big feet. Pictures on these pages show GI togs as worn by students at the University of Arizona in Tucson.

Smile at heat waves with a cool freshness. Crisp fabrics, expertly tailored by Haspel craftsmen. Drape perfectly, wash easily, won't shrink, fade or discolor...\$14.50 at leading stores everywhere.

HASPEL BROS., INC.
NEW ORLEANS 11, LA.



Haspel
NON SHRINKABLE
THE GENUINE FABRIC
HASPEL TAILORED NEW ORLEANS

SEERSUCKERS & CORDS
THE SMARTEST COOL SUIT...THE COOLEST SMART SUIT

GI Togs CONTINUED



GI shoes and fatigue suit are handy on field trips. Nancy Guild's shoes belonged to flying cadet who cracked up in Gulf of Mexico. Both cadet and shoes were rescued.



Field jacket with gold bars is another bit of Nancy's loot. Sue Paine (center) and Sally Lee (right) wear officers' shirts over their Levis. Shirts also make beach coats.



Two identification bracelets are worn as anklets. Girls are good at finding new uses for GI stuff. Insignia are made into jewelry. Bed-roll sacks are used as suitcases.

CONTINUED ON PAGE 82



Sweet Letter Writer! Ellen is young, but she knows the V-Mail letter which she has just sent to her soldier daddy is the *only* mail that always flies . . . that's always *sure*.

With this comforting thought, Ellen drifts off to a restful sleep—relaxed from head to toes on the cushioned luxury of **Beautyrest**, the *dream* mattress. Made by Simmons, it has 837 individually pocketed coils and a sag-proof border. If *you* own one today, you're lucky. Take care of your Beautyrest, for

we're still in war work. If you need a new mattress now, we suggest our famous **WHITE KNIGHT**. It's the "mattress-within-a-mattress"—soft, durable, with layer upon layer of fine, resilient cotton. \$39.50. We can offer you, too, a limited number of Beautyrest Box Springs, at the same low price.

BEAUTYREST—The World's Most Comfortable Mattress!
Made by **SIMMONS COMPANY**

MEN OVERSEAS ask you to *speed* your letters to them safely by *always* using V-MAIL! V-Mail is fast . . . sure. It is the only mail that *always* flies. Use it!



Cooking's HOT WORK
...but

There's
QUICK COMFORT

in a glass of ICED TENDER LEAF TEA!



Next time you're dragging yourself through a stifling day and there's still dinner to get . . . and the kitchen's like an oven, you'll find *quick comfort* in a glass of iced Tender Leaf Tea. Here's a welcome coolness, here's a gentle "lift" for sagging spirits, here's flavor that's simply wonderful! Millions know Tender Leaf Brand Tea as richer, more fragrant. That makes it perfect for iced tea of course—the flavor *comes right through the ice*. In packages and filter-type tea balls.

TENDER LEAF TEA

GI Togs CONTINUED



Civilian shirts, like one worn here by Sue Paine, are used for summer sleeping, take the place of popular short nightdress. GI olive drab shirts are too rough to sleep in.



Make much of the sun

If your tan is on the tropic side...
match its warmth with the
burnished-bronze look of Coty's "Air-Spun" Powder
over *Dark* "Sub-Tint" Cream-Powder Make-up.
For accent... "Air-Spun" Rouge and
"Sub-Deb" Lipstick in *Tamale*, a low-pitched
shade—sultry and smouldering!



—or make light of it!

If tan, to you, is a sometimes thing,
at most a gentle glow,
try this becoming make-up:...the rose-gold of
Bali "Air-Spun" Powder over *Medium* "Sub-Tint."
And, in perfect color harmony,
"Air-Spun" Rouge and "Sub-Deb" Lipstick in *Bali*—
a rich, true, poignant red.

"AIR-SPUN" MAKE-UP

Coty



33 Fine Brews

BLENDED

into One Great Beer

HIT THE BALL—WITH A ONE-STRING TENNIS RACKET?

Might as well try to make truly great beer from just a single brewing! That's why Pabst Blue Ribbon is *full-flavor blended* from never less than 33 fine brews... to insure depth of *flavor*, even *goodness*, superb *quality*. Order it with confidence, serve it with pride—for no matter where you go, there is no finer beer than Pabst Blue Ribbon.



TUNE IN HARRY JAMES AND HIS MUSIC MAKERS
EVERY FRIDAY 10:30 P.M., EWT., CBS

Copyr. 1945, Pabst
Brewing Company,
Milwaukee, Wis.



THE HAMSTER'S BIG CHEEK POUCHES ARE ITS DISTINGUISHING FEATURE. HAMSTERS STUFF THEIR POUCHES WITH FOOD, PAPER, BITS OF CLOTH AND MARBLES

THE HAMSTER

Prolific Syrian rodent is a big new success as laboratory animal

The golden hamster is a member of the rat family which has a short tail and big pouches in its cheeks. It is a native of Syria but thousands have been bred in U.S. laboratories since it was first brought here in 1938. Laboratory workers have found the hamster is a valuable experimental animal. It is more susceptible to some human diseases than the guinea pig and families of hamsters have a staggering turnover. The gestation period of hamsters is 16 days, even shorter than the gestation period of mice. Young female ham-

sters can bear offspring at the age of 59 days. An average litter is seven baby hamsters but litters of 12 and 15 are not uncommon.

Hamsters have a number of eccentricities. They live comfortably at temperatures around 70° but go into hibernation at 45°. They like to put food in their pouches and spit it out before eating it. Hamsters have violent tempers. Female hamsters often attack the males and sometimes eat their own young. Male hamsters fight, too, usually over female hamsters.



You don't have to tell me about New Departures!"

"I know that 'most everything we fight with is chock full of New Departure Ball Bearings!

"An' I know my bike's New Departure Coaster Brake is made by the same folks! And the same kind of steel balls that help make our fightin' stuff the best—are in *my* New Departure Coaster Brake!"

You can't beat New Departures for cycling fun, braking power, long wear, and safety control.

That's why the college bunch and millions of other cyclists-in-the-know have made New Departure "The Brake of the Day"!

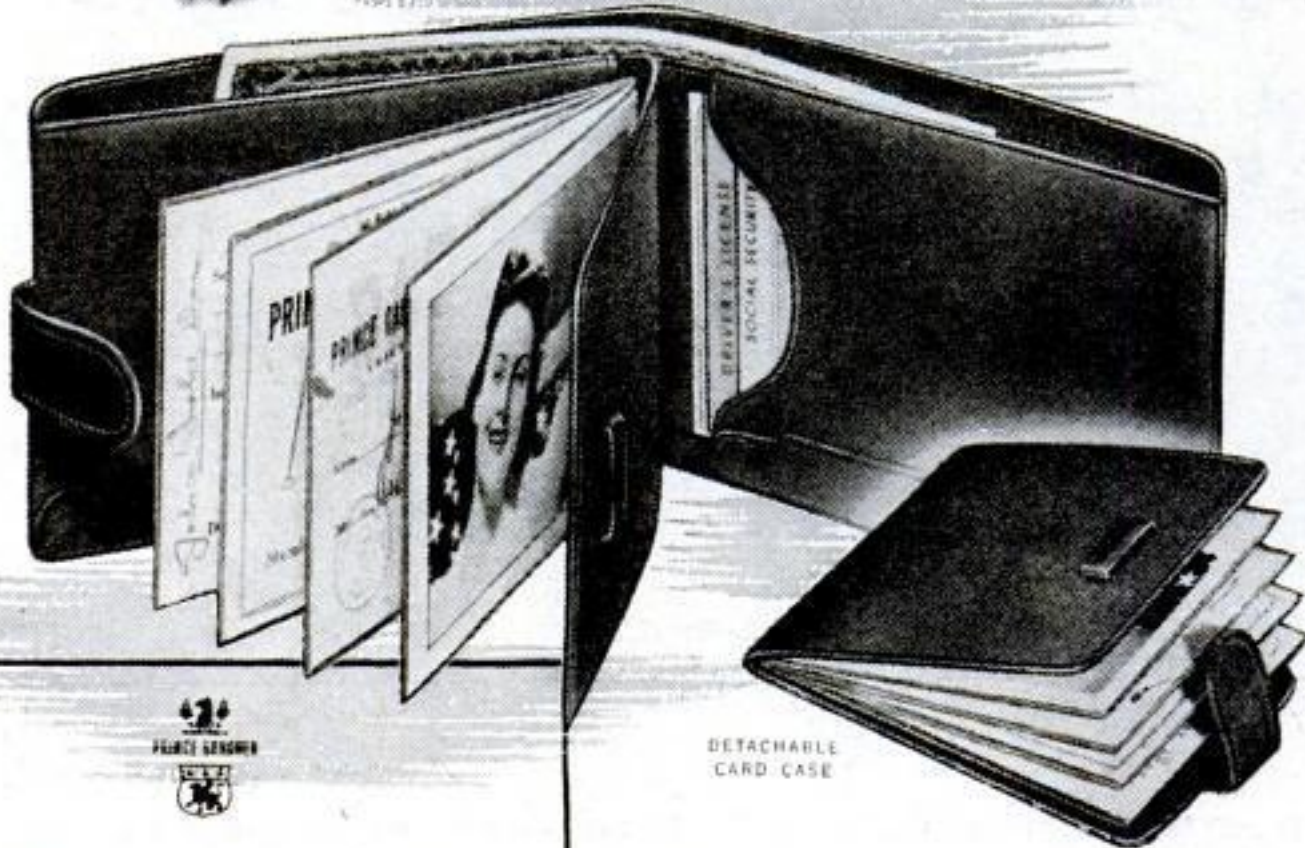
New Departure
COASTER BRAKES



FATHER'S DAY · JUNE 17th



Father has it coming



**PRINCE
GARDNER**
Registrar

Father deserves this grand gift...a really fine billfold. It's the Prince Gardner Registrar, famous for its detachable Window Pass Case. "Invisibly stitched" to prevent raveling. Shown, genuine Hand Boarded India Goatskin, \$5. Others to \$20, plus tax.

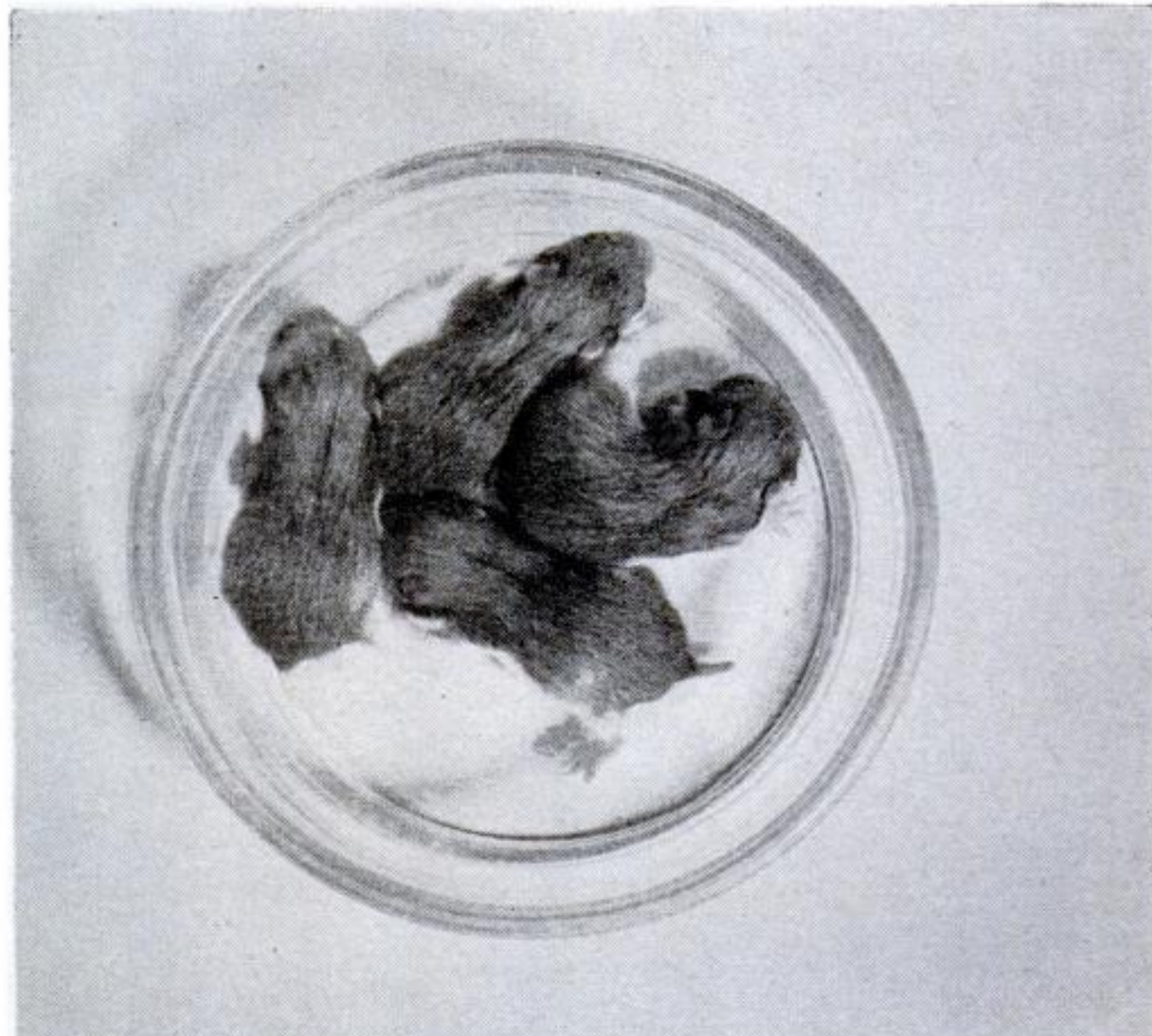
PRINCE GARDNER, Dept. 10, St. Louis 10, Mo.

CREATORS OF THE "INVISIBLE STITCH" BILLFOLD

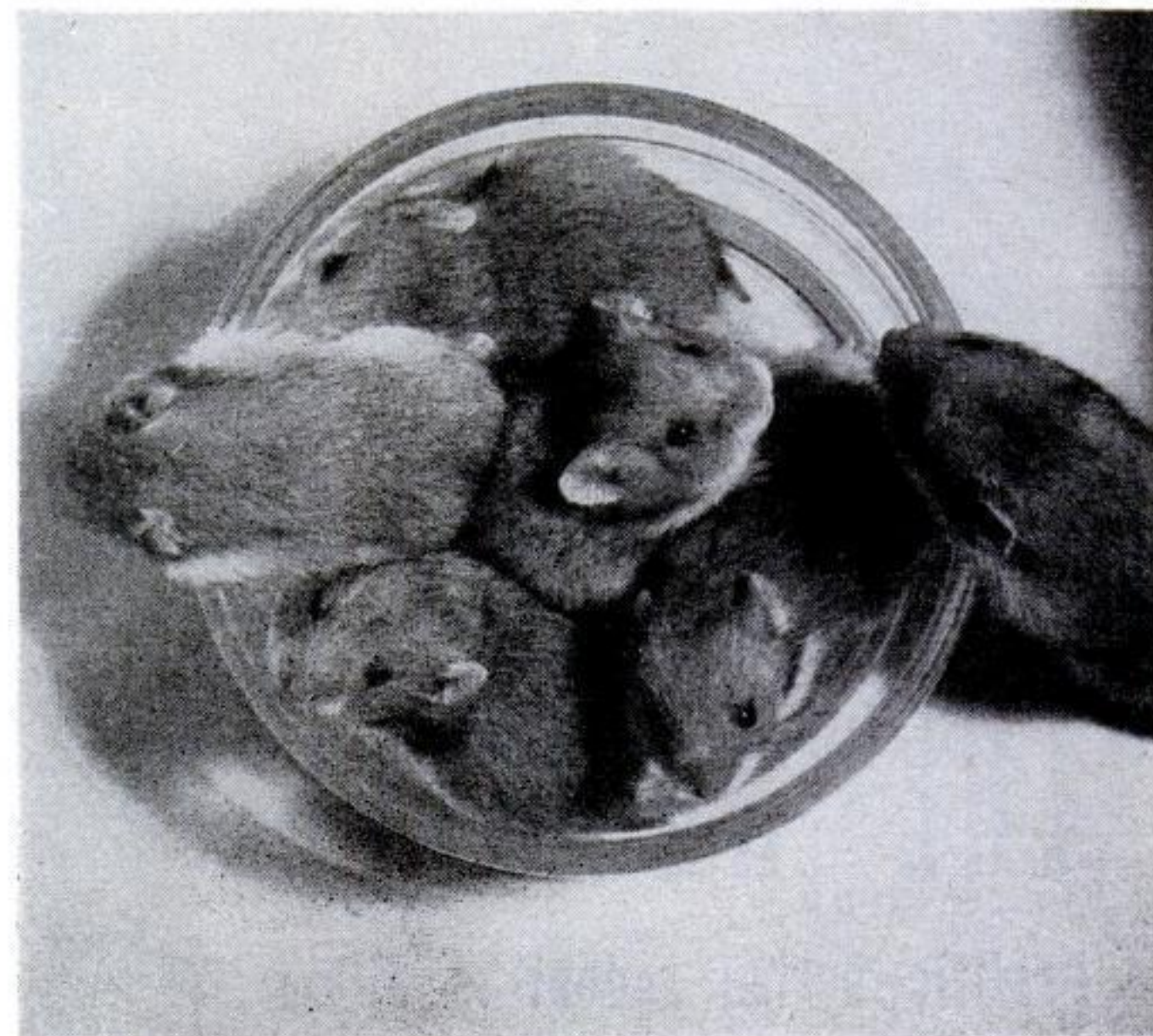
The Hamster CONTINUED



Hamsters at birth weigh less than 1/10 of an ounce. At first they are pink but within three days their backs turn black. Like most small mammals, they are born sightless.

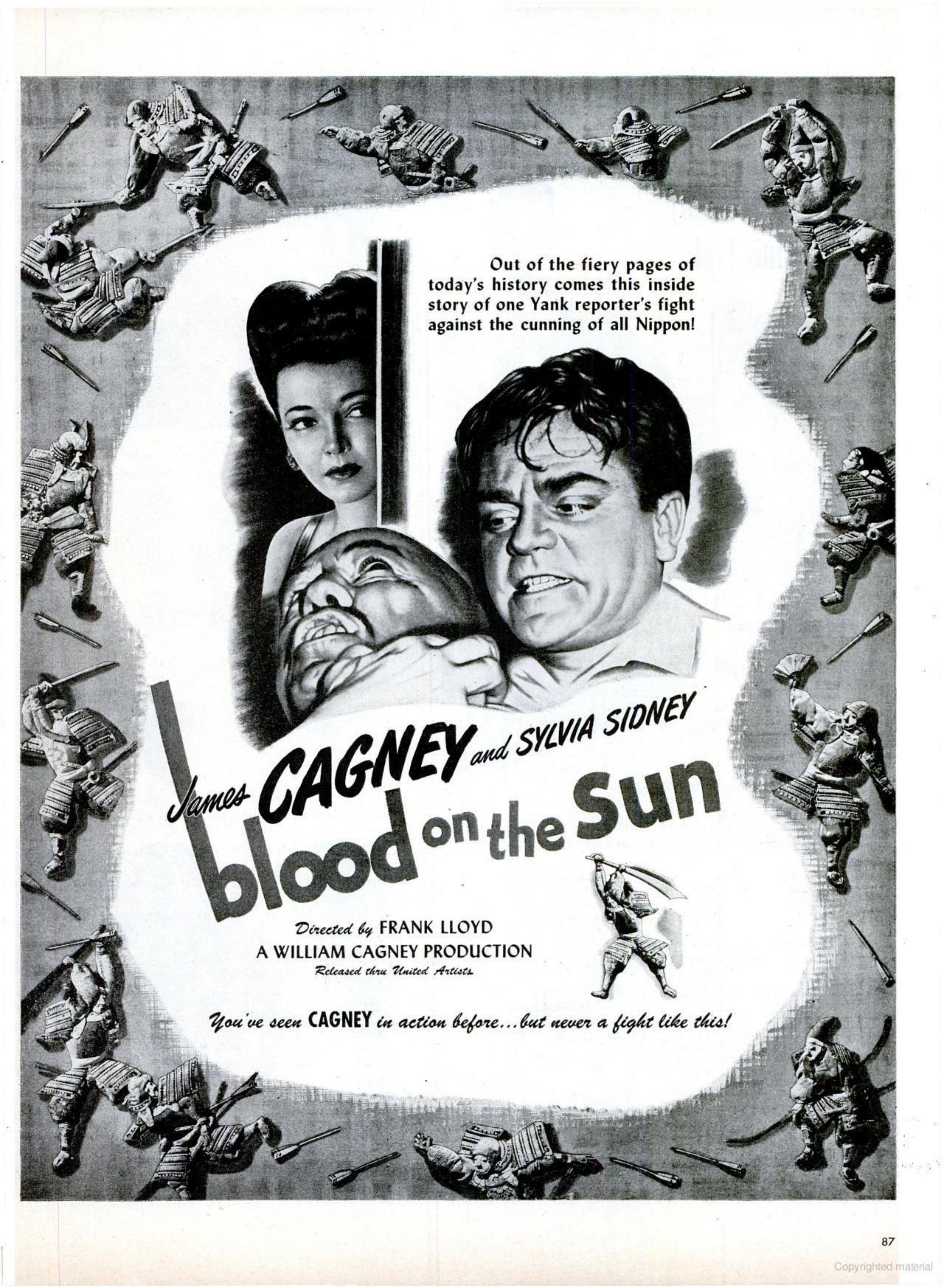


After 12 days the baby hamsters weigh a third of an ounce and have a thick golden-brown coat. They have been weaned but are still sightless until the 14th or 15th day.



After 21 days, when they are left by their parents to fend for themselves, young hamsters are bright-eyed, active. Two years is considered a ripe old age for hamsters.

CONTINUED ON PAGE 88



Out of the fiery pages of
today's history comes this inside
story of one Yank reporter's fight
against the cunning of all Nippon!

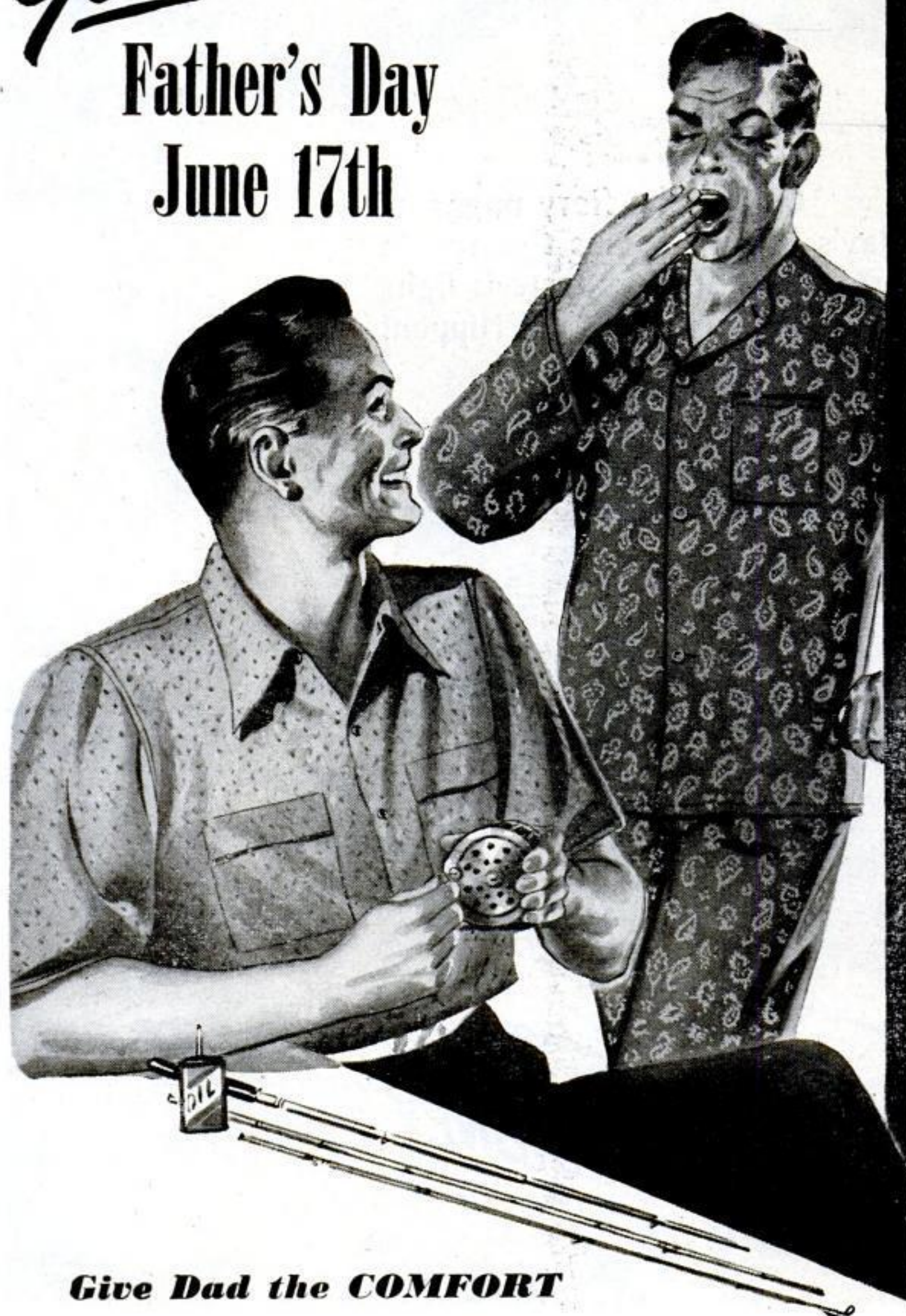
James **CAGNEY** and SYLVIA SIDNEY
blood on the Sun

Directed by FRANK LLOYD
A WILLIAM CAGNEY PRODUCTION
Released thru United Artists

You've seen CAGNEY in action before...but never a fight like this!

Your treat this time!

**Father's Day
June 17th**



**Give Dad the COMFORT
he wants and the STYLE you
want. Give him casual wear by *B.V.D.!**

Because Dad likes *comfort*, he has always bought B.V.D. underwear for himself. Now, make this Father's Day brighter for him by giving him B.V.D. sportswear and pajamas. They boast the traditional B.V.D. *comfort*—plus style-setting smartness!

DILLINGHAM RUGGERS SHIRT

by B.V.D. Soft, cool material in attractive new Spring shades. Guaranteed washable by American Institute of Laundering. Short sleeves \$3.00. Long sleeves \$3.50.

The same smooth fabric is used for these handsome Golden Paisley pajamas. They're cut with extra room, for sleeping comfort. No hot collar to bunch around the neck. 3500 commercial laundries guarantee them washable.

About \$6.00.

*REG. U. S. PAT. OFFICE

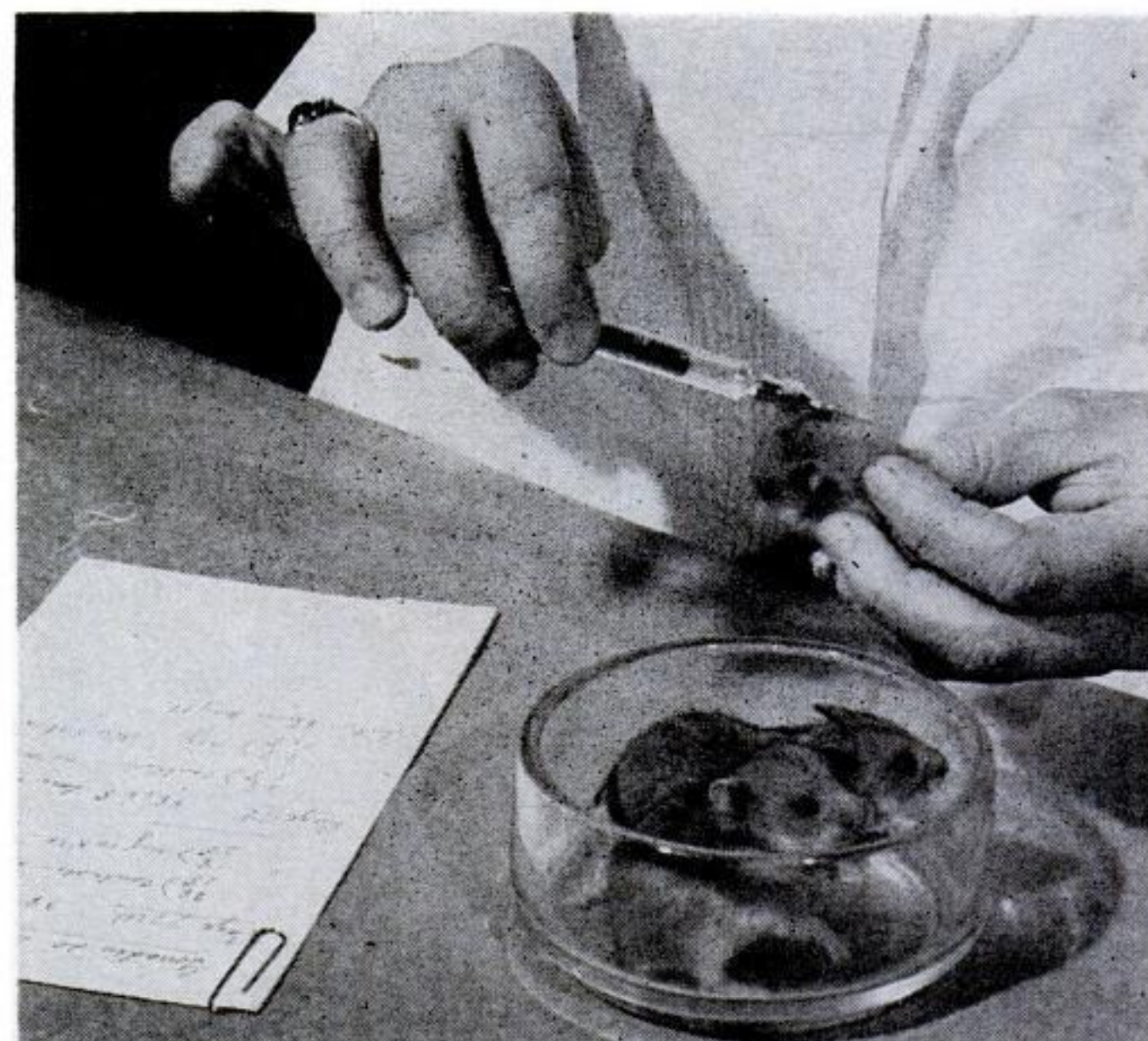


"NEXT TO MYSELF, I LIKE B.V.D. BEST"

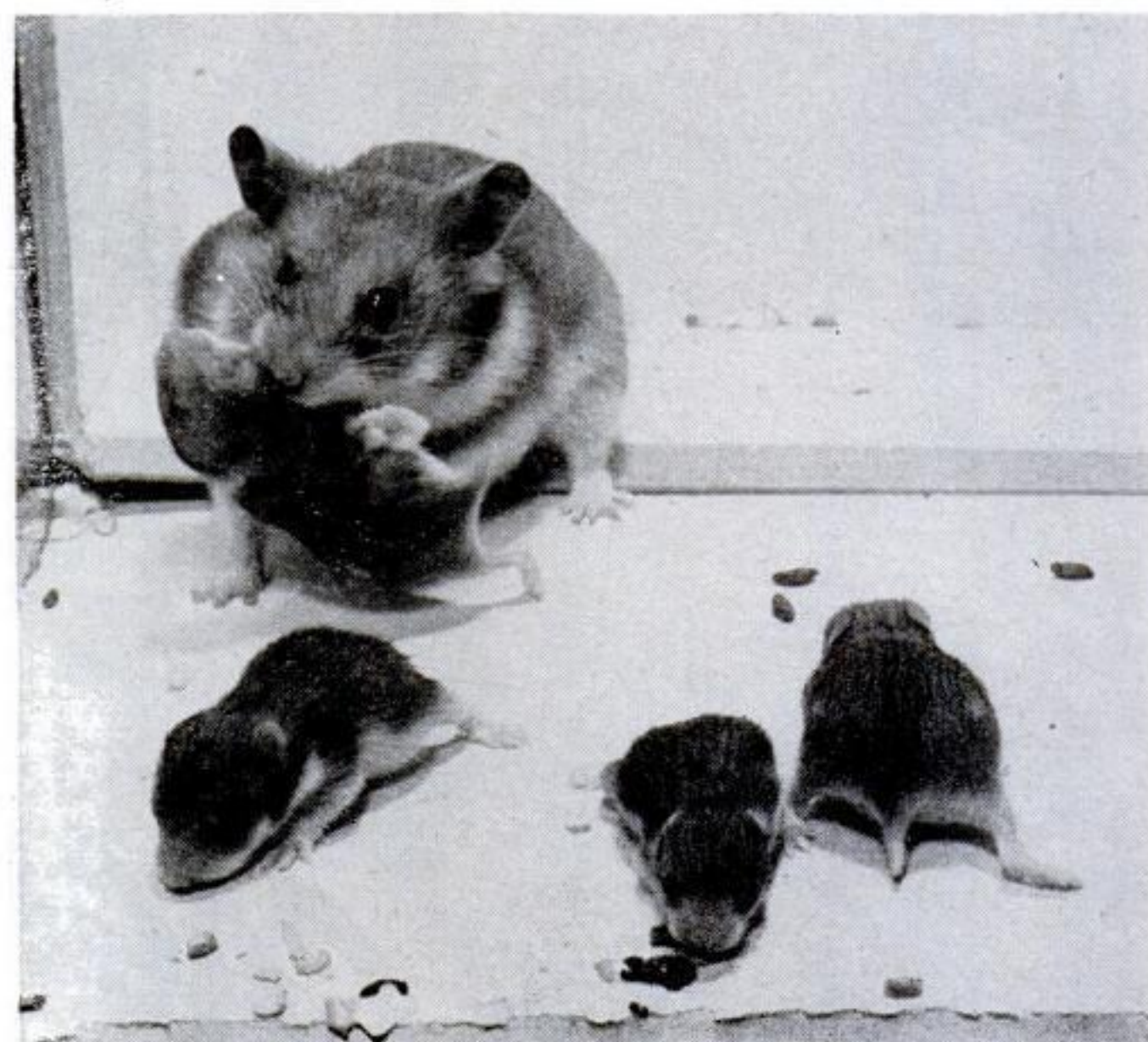
Shortsweat • Pajamas • Swim Trunks • Underwear

THE B.V.D. CORP., EMPIRE STATE BLDG., NEW YORK 1, N.Y. • IN CANADA: THE B.V.D. CO., LTD., MONTREAL

The Hamster CONTINUED



In laboratory experiment young hamsters are injected with hormones for observation. Hamsters are also found useful in study of infectious jaundice and influenza.



A hamster mother carries her offspring in her mouth. Hamsters live mainly on corn, lettuce, dog biscuit. They drink no water, get all they need from leafy vegetables.



A pet hamster stuffs cheeks with paper, a favorite hamster pastime. Grown hamsters are about six inches long. They make fine pets because they are clean and friendly.



To Everyman's Taste

WHETHER you enjoy them on Park Avenue or Main Street, on fine china or a mustard-smeared roll, frankfurters have a wonderful flavor all their own. And so does Seagram's 5 Crown!

For here is a whiskey of *true pre-war quality*—made from only finest base whiskeys and pedigreed grain neutral spirits. It is backed by an 88-year old reputation for making fine whiskeys—making them taste better!

Naturally, good taste says, "Seagram's 5 Crown, please!"...because Seagram's 5 Crown always pleases good taste.

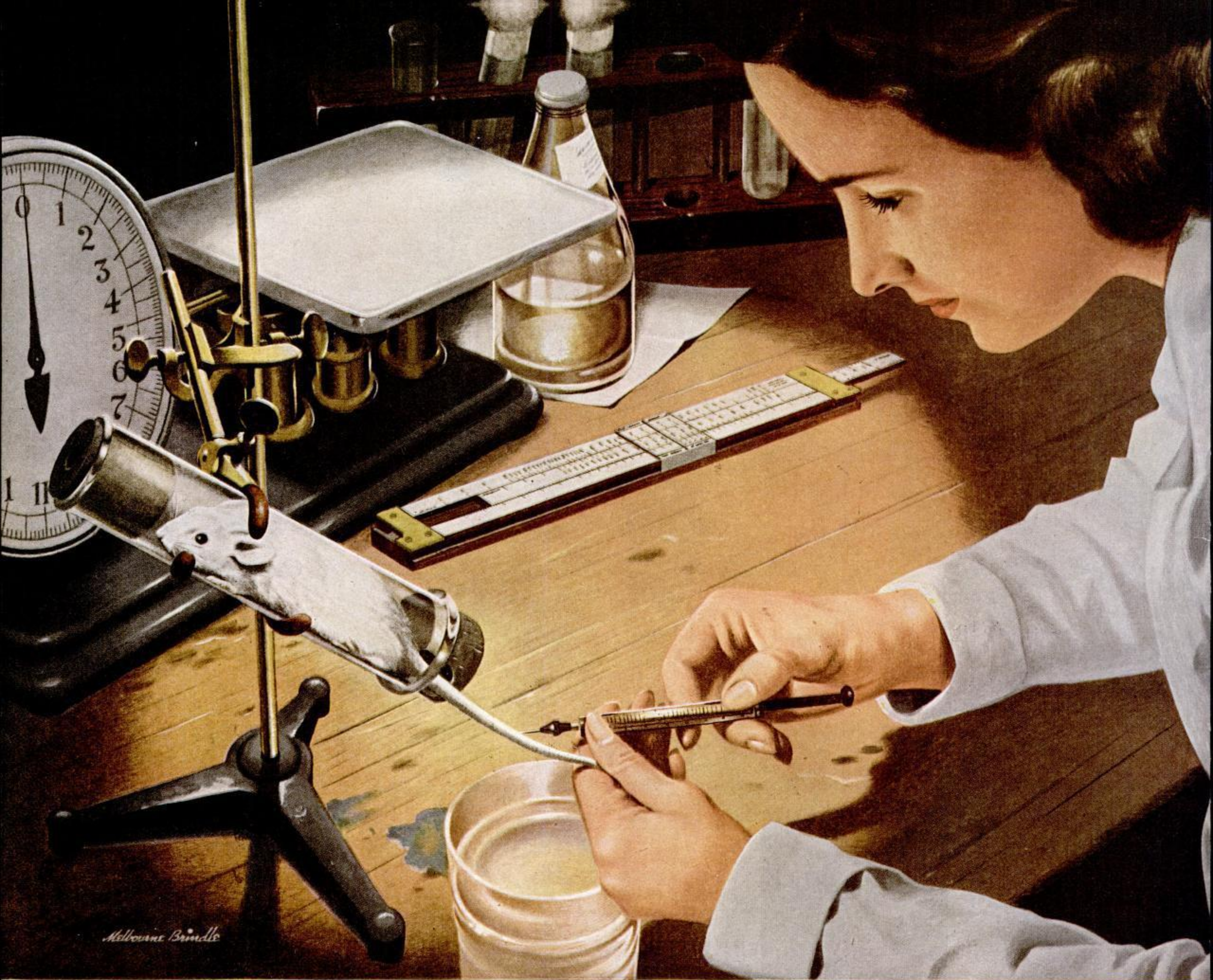
**SEAGRAM TAKES THE
TOUGHNESS OUT... BLENDS
EXTRA PLEASURE IN**

*Say Seagram's and
be Sure of
Pre-War Quality*



Seagram's 5 Crown

SEAGRAM'S 5 CROWN BLENDED WHISKEY. 72½% GRAIN NEUTRAL SPIRITS. 86.8 PROOF. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BLDG., NEW YORK



Not even a Mouse...

HE'S being used to prove the *non-toxicity* of penicillin... Yes, he'll live—penicillin cures without danger... harms "not even a mouse."

In its great mission of healing, penicillin lifts more and more "incurable cases"—among the wounded, and among the sick—back to hope... to *health*. By its success, demand has been multiplied again and again!

One obstacle in meeting this demand was the loss of penicillin in attempting to extract it from the "broth" in which the mold grows. In production, the drug is delicate and unstable—must be *quickly* extracted to keep it active. In some processes as much as half was being lost...

As Shell Research might be considered a sort of "missing molecules department"—where "lost" elements in petroleum are recovered and put to work—this urgent penicillin problem was brought to Shell.

It was a different field of research... but

Shell scientists heard the appeal and swung their sights away from petroleum to *penicillin*.

History repeats itself. History, for once, was short and sweet—these "petroleum veterans" quickly justified the reputation they had gained by such accomplishments as the recovery, from petroleum, of "lost" materials needed to make 100 octane gasoline—or toluene for TNT.

Shell developed a new process through which production of penicillin could be substantially increased.

And with this process, penicillin has been recovered which had a potency 3 to 4 times the minimum standard required.

Shell doesn't produce or sell penicillin, but five producers quickly adopted the new process. Shell's follow-through includes supervision of the design and construction of a plant, and the training of the producer's crew in its operation... to assure the promised volume and maximum purity.

Nothing is left to chance—"not even the mouse" which is used to prove the drug's non-toxicity.

Look to Shell Research for finer motor fuels and lubricants... Shell's wartime leadership in petroleum research and technology is your assurance of finer fuels and lubricants... When the time comes, your Shell dealer will be ready.

For distinguished service—Shell's Martinez and Wood River Refineries have been awarded the Army-Navy "E"



*Horizons widen
through
Shell Research*

© 1945, SHELL OIL COMPANY
Incorporated



TOM MOORE, 17, OF DES MOINES, EXAMINES RESULTS OF FIRST SHAVE, NECESSITY FOR WHICH ONLY HE COULD SEE. MOST TEEN-AGE BOYS PREFER SAFETY TO ELECTRIC RAZOR

TEEN-AGE BOYS

Faced with war, they are just the same as they have always been

The most important fact right now in the lives of American teen-age boys is that they may have to go and fight Japan. They have responded to this stern prospect by behaving exactly as they have always behaved, devoting themselves to all the vastly important details connected with the complete enjoyment of playing, eating and sleeping, the doubtful

enjoyment of exploring the world of men and women.

The old skills are still admired—the ability to swim well, to memorize names of football heroes, to have a quick wisecrack for the day's every small event, to be popular. The ancient foibles are still pursued—homework is done in ten minutes, Mother is looked upon as a lovable servant, home is only for eating

and sleeping. Their greatest asset is a talent for endless happy skylarking. Their talk of girls, their cautious smoking, their cocksure arguments still go on.

Having investigated the life and mores of contemporary teen-age girls at Webster Groves, a suburb of St. Louis (LIFE, Dec. 11), LIFE on these pages investigates today's teen-age boys in Des Moines, Iowa.



CLASSROOM UNIFORM, worn by Bill Parks, consists of rolled jeans, white socks, moccasins, flannel shirt with tail flapping.



SATURDAY VARIATION of tailless sport shirt, saddle shoes is worn by Bud Kepford. A regular shirt is worn underneath.



ON WEEK-NIGHT DATES Phil Pfeiffer wears two-tone jacket, oxfords and a tie. Wearing tie is a real concession to his girl.

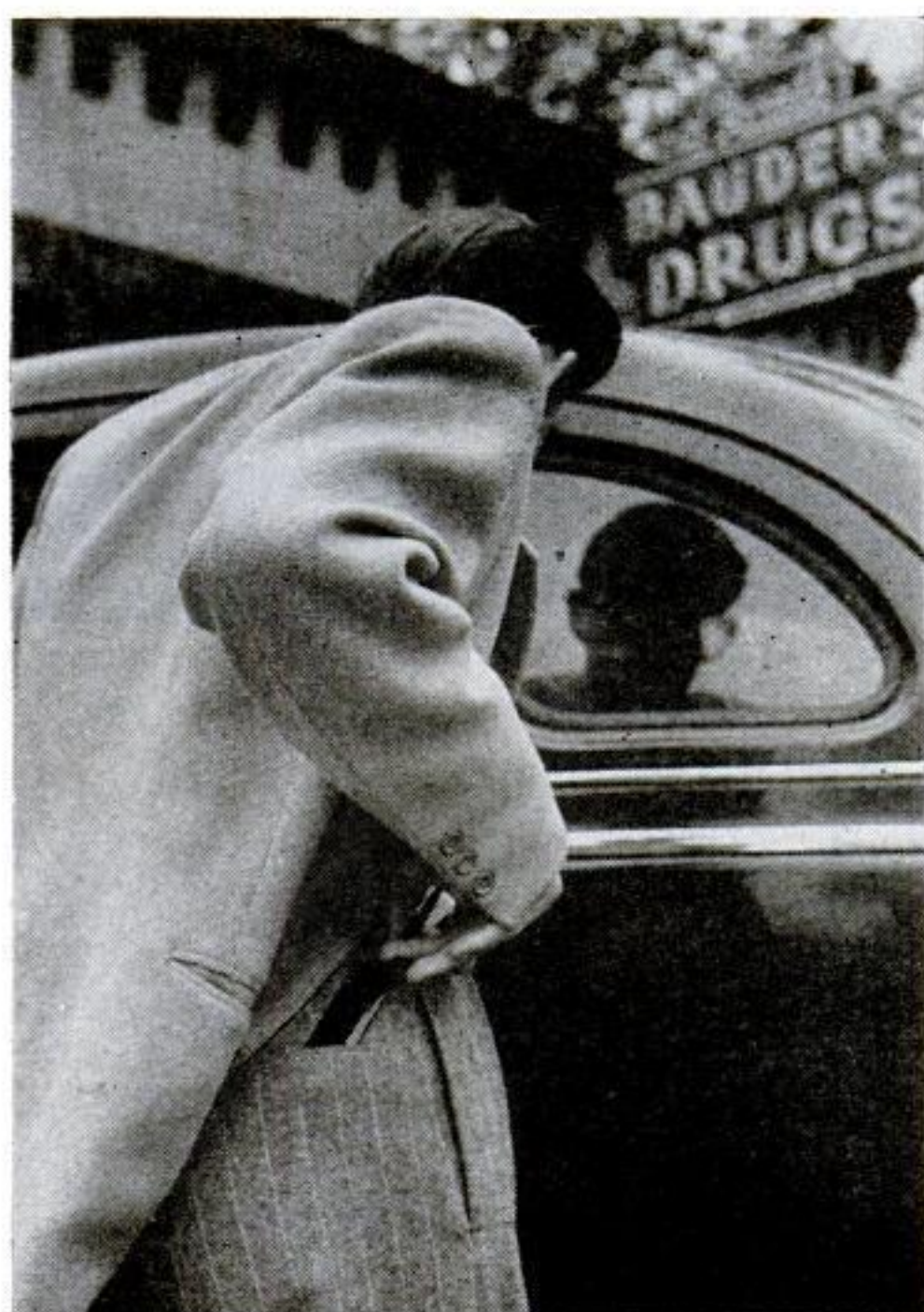
DRESS

It always conforms to a pattern of sloppiness

Wherever they are seen, teen-age boys have a comfortable, sloppy look. Their sloppiness is not haphazard but is governed by definite though changing sets of fashions. The current style for daily wear as evidenced by the boys of Des Moines consists of a loud flannel shirt, heavy white athletic socks and, if possible, wavy hair.

Like their sisters, teen-age boys are given to some

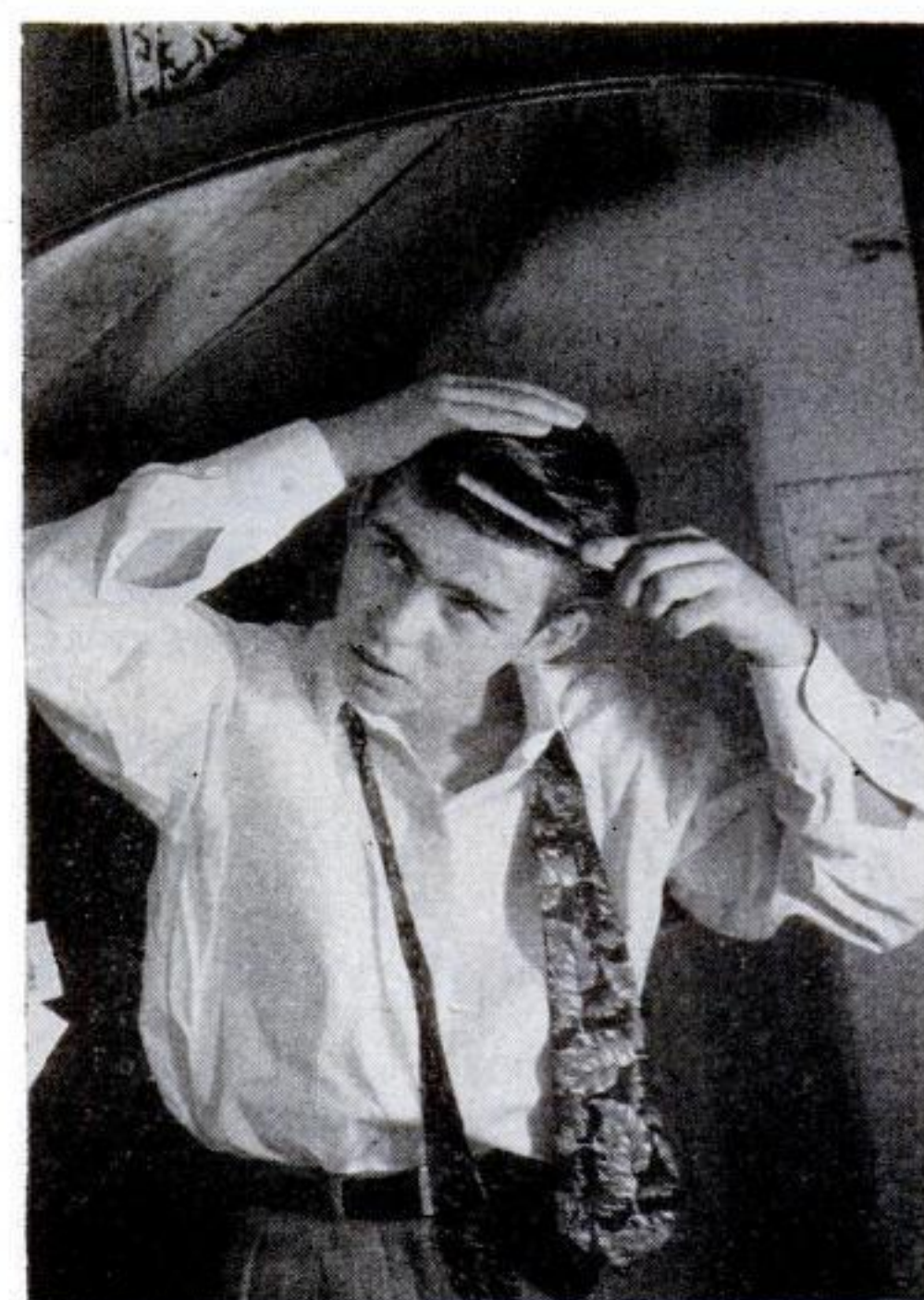
extravagances of speech. For example, when two of them happen to meet at a classroom door they are as likely as not to go through some such performance as this: *First boy:* Hey, don't go through that door! *Second boy:* But sir, I'm looking for my father. *First boy:* What's your father's name? *Second boy:* Luke McLuke. *First boy:* But I'm Luke McLuke. *Second boy:* Father! *First boy:* Son! *Both boys:* (in a fanfare) Ta da da!



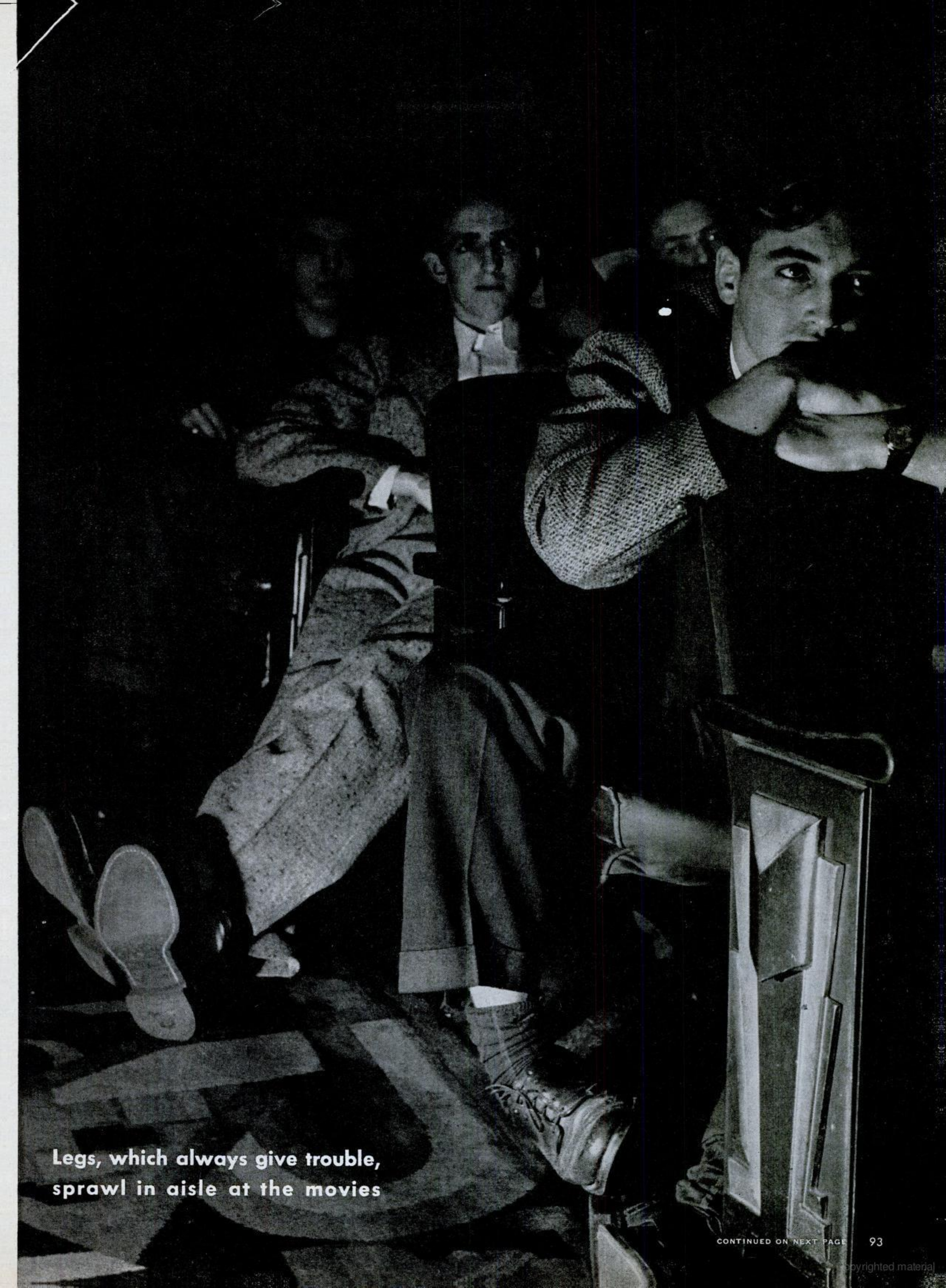
COMB IN HIP POCKET is standard equipment. Boys seldom pass car window or store front without taking a quick comb.



SOUVENIRS clutter every boy's dresser. Shown here: pickled snake, a wig, set of false teeth, a razor blade, candy, a nail.



WAVY POMPADOUR is current hair style. It is set into wet hair every morning by twist of comb. Some boys bleach hair.



Legs, which always give trouble,
sprawl in aisle at the movies



BARE MINIMUM OF FOOD demanded daily by teen-age boys is spread out above. It consists of two quarts of milk, pota-

toes, oranges, eggs, apples, pork chops, soup, soda, ice cream, candy, two bottles of pop, crackers, cereal, fruit, jam, butter.

FOOD

It is eaten in huge amounts all day long

The answer to almost everything in a boy's life is food. Every problem, every frustration and heart-break can best be met with the help of a soda, a sandwich, a candy bar or a big glass of milk. Food in huge quantities is the universal cure for boredom and the prime requisite for celebration. It seems as powerful an emotional stimulant for boys as alcohol is for adults. It also makes U.S. teen-agers very husky.

These pictures chronicle a day's consumption by Richard Burns of Des Moines. It was an ordinary day in Richie's life. He was neither especially bored nor especially happy. No problems or triumphs presented themselves. But he ate anyway, every few hours all day long. In addition to three regular meals he had three snacks which he sat down to eat. Other snacks, consisting of candy bars and nibbles from the icebox, were consumed on the run. When Richard finally got through and went to sleep at 10:30 he had consumed more than 3,000 calories. He slept dreamlessly until 7 o'clock next morning, when he woke up feeling hungry.



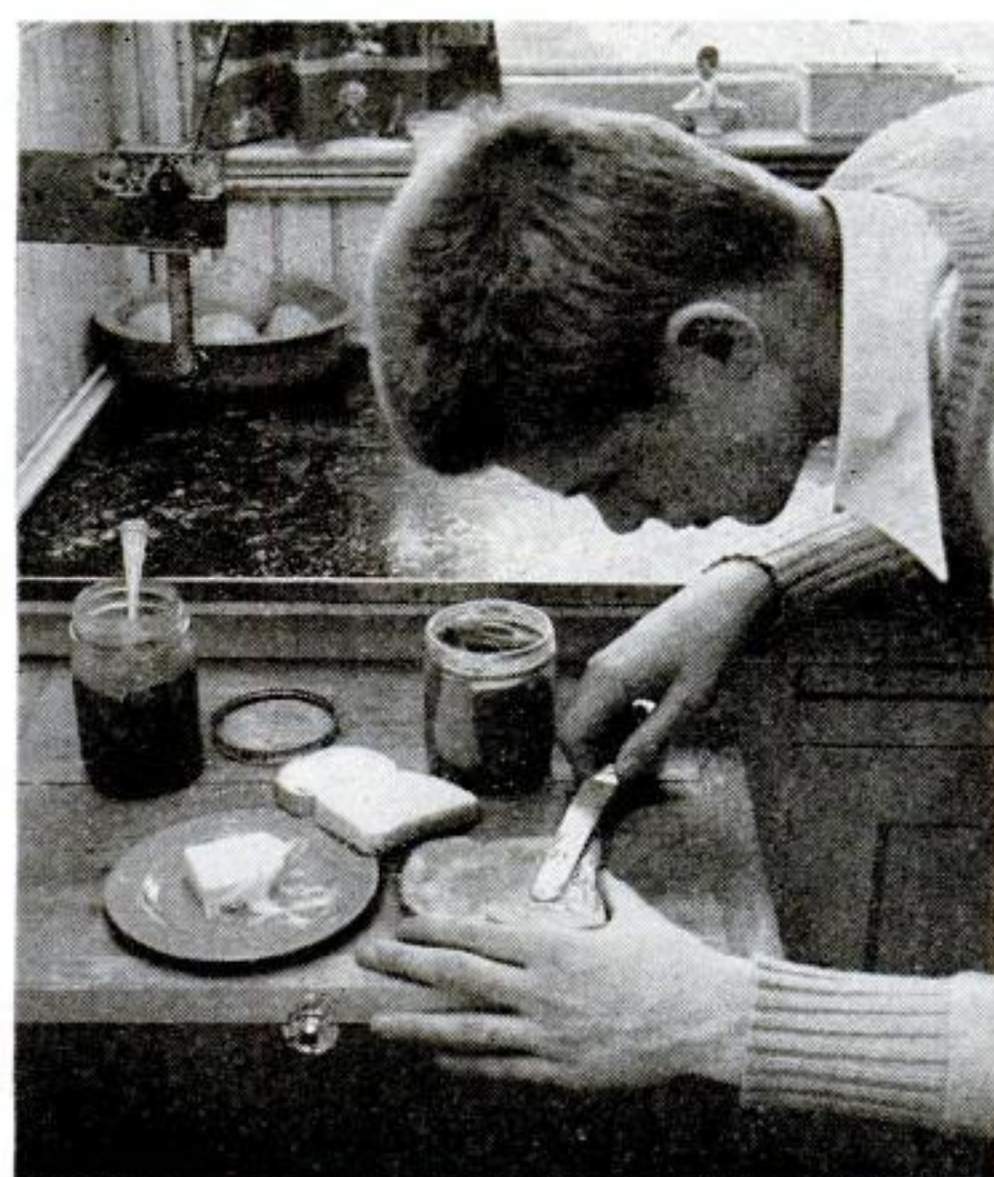
BREAKFAST: ORANGE JUICE, CEREAL, MILK, EGGS, TOAST, JAM



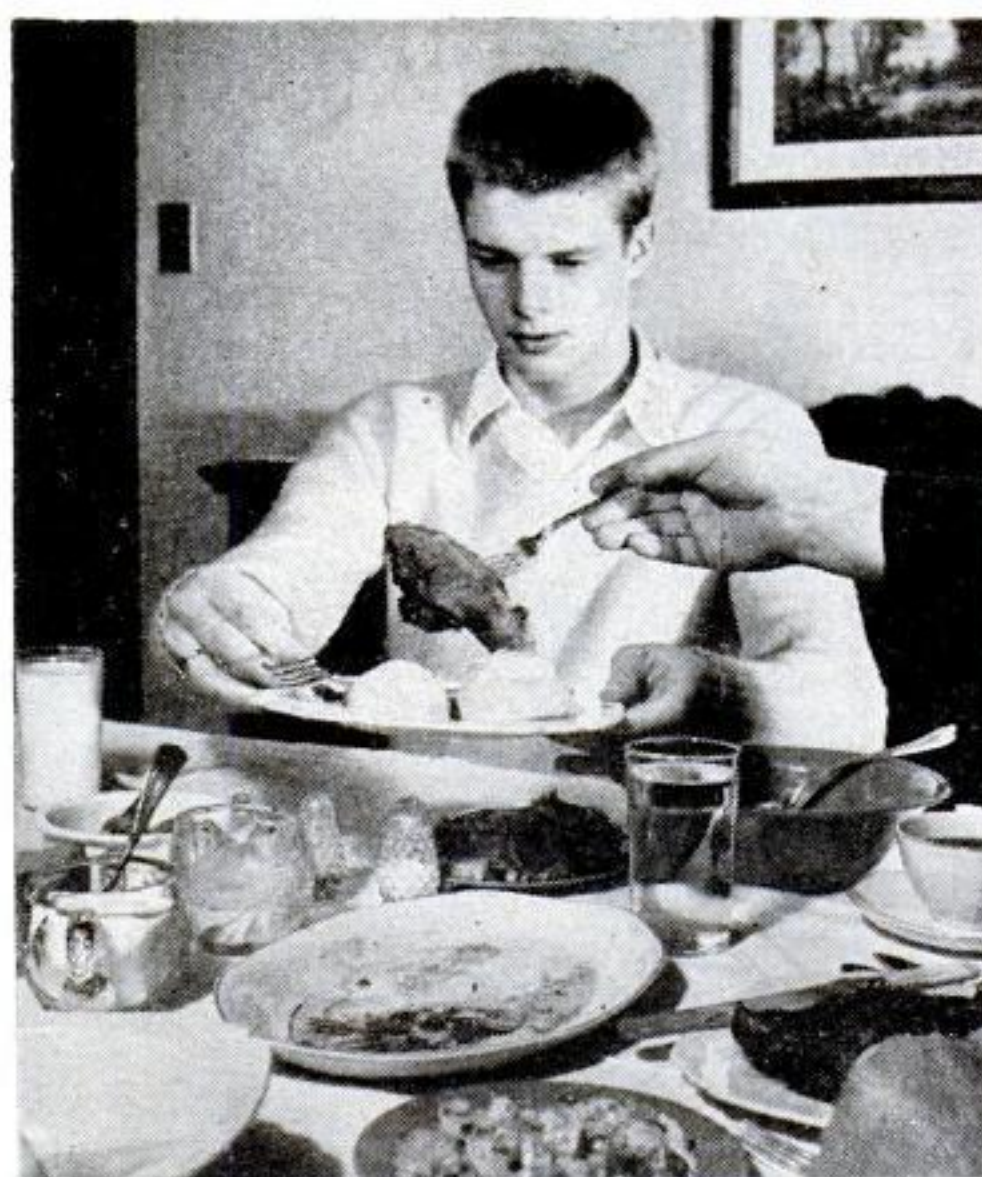
LUNCH IN DRUG STORE: SANDWICHES, MILK, PIE, ICE CREAM



FIRST AFTERNOON SNACK: CHOCOLATE ICE-CREAM SODA



SECOND AFTERNOON SNACK: PEANUT-BUTTER SANDWICH

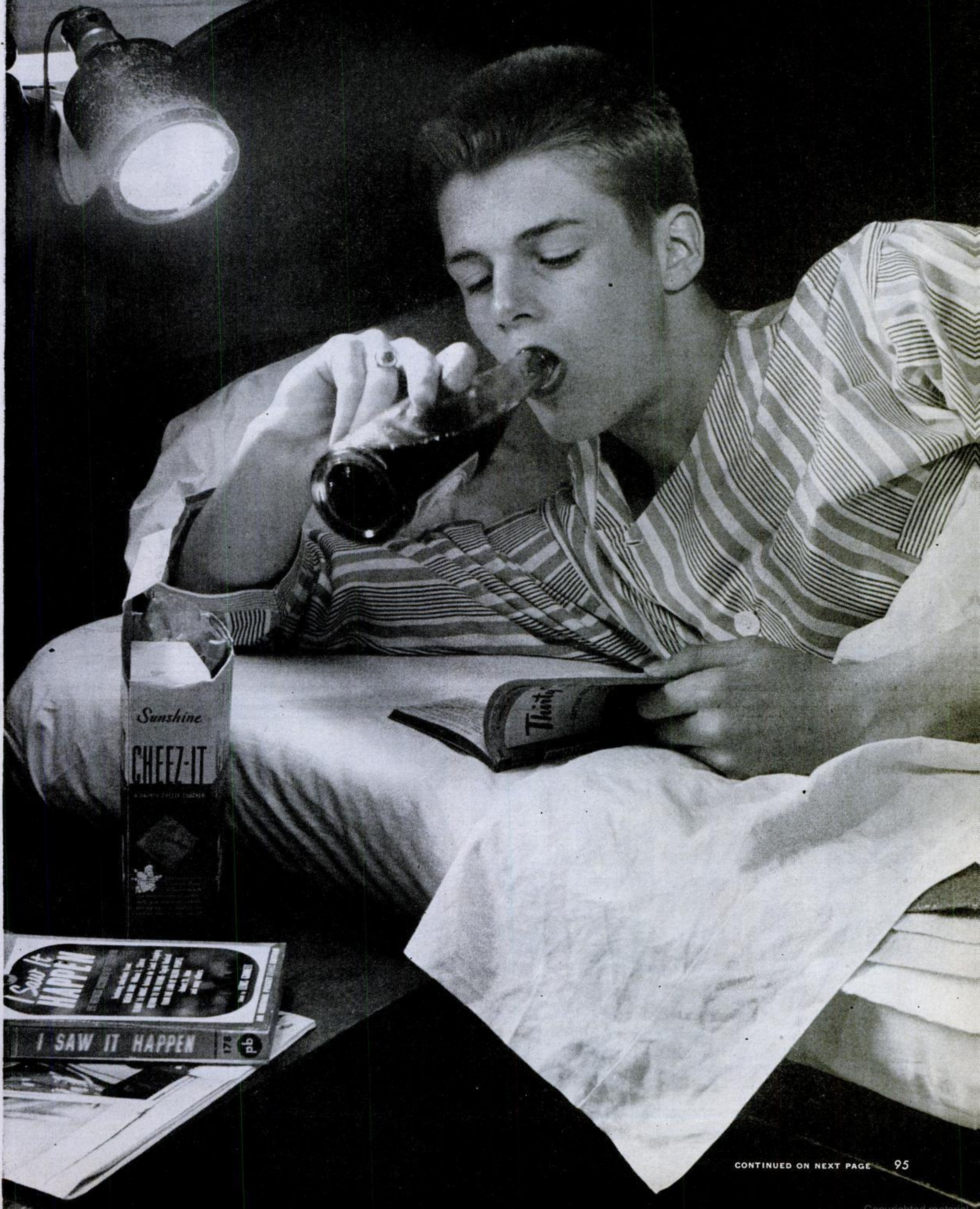


DINNER: SOUP, CHOPS, POTATOES, STRING BEANS, ICE CREAM



EVENING SNACK: APPLES PLUS CANDY BAR WHILE STUDYING

Just before going to sleep Richie eats
half box of crackers, drinks Pepsi-Cola





THUMBING THROUGH THE MAGAZINES on the rack outside the drugstore usually consumes several hours a week. Boys never buy any, look only at comic books, picture magazines, *Esquire*.



BOY'S ROOM IS SANCTUM where pals gather after school, leaving the rest of the house to the girls. Fad for stealing signs and decking room with knickknacks and models is still going strong.

SPARE TIME

It is mostly taken up with "fooling around"

Many of Des Moines's teen-age boys have jobs after school but all of them feel that life would be unbearable without at least four hours of "fooling around" every day. Fooling around consists of many things: of carrying out some club ritual, of playing rummy or a game of catch or teasing girls or holding a bull session under the awning in front of the drugstore. More often than not it means tinkering with a car.

In an almost gasless society U. S. boys still have their old jalopies. They have found that half an hour's fast talking will usually net them an A coupon from Dad and that their motors can often be made to run on a kerosene mixture. They have perhaps clung to these old cars for one reason more than any other—they are still the teen-ager's greatest asset in his first tentative, awkward approaches to grown-up love-making.



JALOPIES ARE KEPT RUNNING only by dint of much taking apart and putting together again. This is a 1927 Model T called Tooty. Big Ms designate boys as members of the Molesters club.



ALL JUNIOR MOLESTERS must always enter a house through window and leave shoes outside until initiation period is up. Club has sprung up in place of banned high-school fraternities.



In an idle evening the boys like
to heckle girls at a hen party



In the broadcast room at the White House, flanked by the U. S. and presidential flags, Missouri's Harry Truman proclaims V-E Day

Washington in June

With a common man from a small Missouri town now in the White House tension has gone out of the air, but the mighty problems still remain

by JOHN CHAMBERLAIN

Inevitably, the remark was attributed to Alice Longworth: "It's nice to get normalcy without having to vote for it." Apocryphal or not, the crack catches something of the mood of Washington this June. "Normalcy" has a bad name; no one wants to shoulder the responsibility for voting it in. Yet with the Gallup poll registering a 52% vote for a *status quo* that would halt reform at a point reached just prior to the war it is obvious that a hunger for tranquility is abroad in the land. Insofar as Truman represents that hunger he is the image of a deep-going American desire.

True, the days of normalcy may be years, even decades, distant, and by all objective standards Washington this June is certainly far from tranquil. In cloakrooms and committee rooms the old arguments rage. The "left" wants a government guarantee of full employment in the postwar period; the "right" fears the methods chosen to deliver on such a guarantee will kill the democratic capitalist goose that lays the golden eggs. Even with Germany out of the way the Army continues to battle the civilians; the generals want reconversion limited to 5%, while the civilian representatives think 20% is a more realistic figure. Over the two ends of Pennsylvania Avenue light from the honeymoon continues to shine down, but Senator Walter George of Georgia is already dissatisfied because Truman has bucked him on tax policy for 1946, and the Republicans on the Hill are quiet merely because they are biding their time. In foreign affairs the scenes of hottest argument have been shifted to San Francisco, but the pro- and anti-Russian parties in the capital have been striking muffled blows at each other while the Army and Navy differ on the nature of the need for Soviet aid in the Japanese war.

Washington, then, is argument-as-usual. But the paradoxical thing about it is that the argument is carried on without tension. The settings for the argument are the same as ever; physically, Washington still bulges at the seams. The queues at the lunch hours are just as long as they were last June and the taxi drivers still discriminate illegally against persons who ask to be taken on gas-consuming long hauls. But under the surface there are intimations of change. Englishmen who bat cricket style in the Sunday Anglo-American softball games now talk between innings of going home, and at the Pentagon there is a shuffle of officers, with field men getting back from Europe and desk men getting away. Hotels are still crowded, but

businessmen have learned to make reservations in advance and they no longer stand in line at the Carlton basement "Early Morning Club" waiting for a chance to shave. Congressmen have taken practically en masse to junketing, which bothers no one except the party leaders and quorum clerks, and the good fellowship in the office of Leslie Biffle, Secretary of the Senate, is at least faintly reminiscent of the days of Cactus Jack Garner, who used to strike a liquid blow for liberty with his fellows every morning at 11:30.

In the war agencies in the flat, hot buildings known as "Temporary Q" or "Temporary H," the disease known as "civilian itch" is epidemic. People may loyally refrain from scratching the itch on office time, but they spend more and more evening hours talking about the farm at Breezy Hill or getting back to the law. Naturally the end of the German war accounts for much of the relaxation. But the lack of tension derives fully as much from the character of the new President as it does from any post-V-E Day letdown. Men in Congress, in the administrative agencies, in the Pentagon, in the Munitions Building and in the White House offices adjacent to the President's know that they must still fight to make their policies prevail. But for the first time in 12 years they know that after they have fought they will get an answer.

This is not said in derogation of Mr. Roosevelt;

it may not be a president's mission to create certainty below him. Practically all of our great presidents have also been great hell-raisers: Jefferson bucked the Supreme Court, Jackson murdered a federal banking system, Lincoln provoked the Southern states to revolt, Cleveland took a dutiful pleasure in vetoing the Congress bills, Wilson berated the willful men, and the two Roosevelts, T. R. and F. D., positively enjoyed their daily baths in turmoil. But as that curious and curiously named Washington character, Bascom Timmons, has said, "It's tough living with an Andy Jackson all the time." After years of uncertainty, strenuousness and greatness, men clutch eagerly for relief.

The lack of tension, the feeling that definite answers are forthcoming, is nowhere more apparent than at a Truman press conference. In the later years of Roosevelt a press conference was a study in strain. Reflecting the social struggle in the nation at large, some reporters had the impulse to "get" the boss, others had an impulse to protect him. There was some malevolence in the air and some sycophancy; no one knew when a John O'Donnell was going to be handed an Iron Cross or a Drew Pearson was to be branded a congenital liar, and no one knew when a question would be pronounced "iffy," to the delight of those who wished the President to set his own

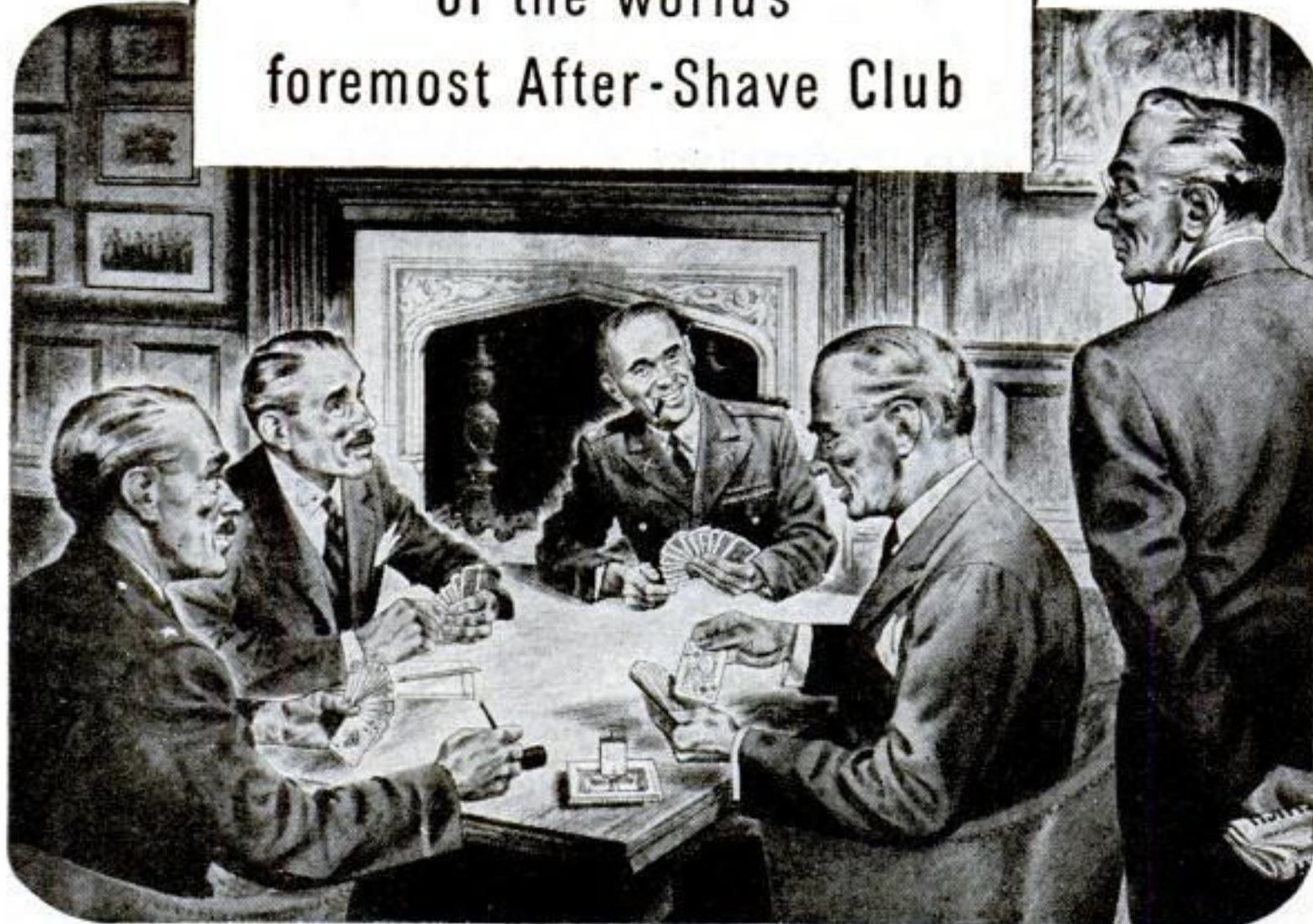
press conference gait. With Truman there is no reportorial spectrum as yet: the boys are simply there to get the news, which the President rattles off in a flat voice while standing and leaning forward on his toes.

The change in White House tone since the Trumans moved in from the Blair House across the street doesn't quite take one back to the coonskin cap or the log cabin and hard cider tradition, but it goes a long way in that direction. The Roosevelts came and went from the lovely old house on Pennsylvania Avenue trailing clouds of cosmopolitanism. Anyone might drop in on them, from a Norwegian princess to a youth movement leader in his 30s, and the lawns frequently resounded to the shouts of innumerable grandchildren assembled from temporary Roosevelt stamping grounds in Texas, Los Angeles and Seattle. There were divorces and beautiful new brides and scandals about dogs, and there was the endless storytelling as the old man recalled his bicycle trips in France or the days of his Delano ancestor in the China trade. But now the cosmopolitanism, the spaciousness, is gone, and the White House reverts after 20 years to a family



ON CAPITOL HILL, which he is always eager to revisit, President Truman stands on the dais in the House listening to General Marshall before awarding the Congressional Medal of Honor to T/Sgt. Jake Lindsey of Lucedale, Miss. (right). Jake was the 100th infantryman to win the nation's highest award.

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A FEW OF THE MEMBERS

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FRANCIS GROVER CLEVELAND
DENIS CONAN DOYLE
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LOUIS BROMFIELD
Sir C. AUBREY SMITH



HARRY TRUMAN'S FRIENDS never forget him and he never forgets them. His pals of World War I helped give Truman's Kansas City haberdashery shop a send-off in 1920 (above). But one reason the shop failed was that Truman extended too much credit to his pals. Friends now come to Washington to give Truman a send-off in White House. Below: three Missouri members of one of Truman's many clubs give him a certificate pledging loyalty and support. Current Washington banter: "I'm from Missouri." "Well, who isn't these days?"



WASHINGTON IN JUNE CONTINUED

whose culture is that of the maple-shaded Midwest streets and the frame houses that lie back from the brick walks.

Bess and Harry Truman are homebodies. They are used to shopping together, with Harry carrying the grocery bag from the store to the car. When Harry was off on Truman Committee junkets as a senator he would call Bess religiously at 10 in the evening, and when senatorial etiquette demanded that he dine out in male company he would sometimes skip home first to help Bess prepare her own dinner. The Truman daughter, Mary Margaret, 21 and only frugally addicted to make-up, is like her parents. At George Washington University they say of her, "Good egg," and if there is a wedding in the White House during the next four years it will probably not be to a male counterpart of Movie Star Faye Emerson.

Henry Wallace talked about the common man and lost the presidency; Harry Truman was the common man and got it. All of which proves, perhaps, that common men don't patronize themselves by dwelling on their ordinariness. Even so, Harry Truman knows his limitations. With no disrespect intended, it can be said that he is even commoner than Cal Coolidge, who had his rich Amherst college friends—Dwight Morrow, Harlan Stone—to tell him about the great world.

Knowledge of his limitations, however, does not cause Harry Truman to indulge in bleeding self-pity. His excess of humility on being thrust from the job of Throttlebottom to the job of chief executive was a purely temporary phenomenon. He didn't want to be president at first, but he has the self-respect to try to measure up to it and even to enjoy it. The self-respect comes to him from a conviction of many jobs well done. Where the late squire of Hyde Park grew up in sheltered circumstances and in a family tradition of *noblesse oblige*, Harry

CONTINUED ON PAGE 102

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It's a promissory note which spells security for the future. It's just about the best investment in the world, so be sure to buy an *extra* one today! The name is ... see below [1]



It's a pipe, whose smoke passes through water to be cooled. If you passed through India or Egypt, you'd see lots of 'em. The name is ... see below [2]



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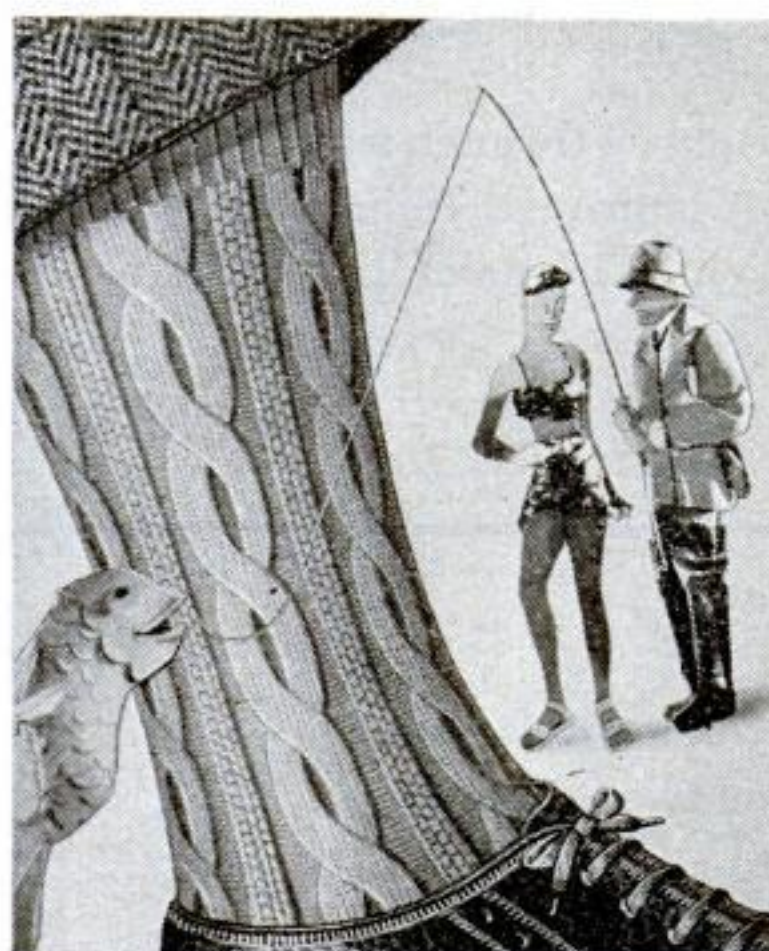
A Blended Whiskey • 86.8 Proof, 65% Grain Neutral Spirits
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[1] The name is United States Savings Bond.

[2] The name is Hookah.



ON FATHER'S DAY!... what a welcome Westminsters will get from Dad! Give him Regulars or Shorts, he'll beam with pride—for Westminsters are always **RIGHT 'ROUND THE ANKLES!**



SUMMER'S COOLEST CATCH! No "hot foot" for you in cool and colorful summer-weight Westminsters! Step out in their airy freshness today, looking **RIGHT 'ROUND THE ANKLES!**



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MILITARY AIDE to Harry Truman is Colonel Harry H. Vaughan, no regular Army man. He was a member of Truman's Battery D, is also from Missouri.



NAVY AIDE to Truman is another old Army pal, Captain James K. Vardaman, USNR. Truman ignored custom in choosing a reserve instead of regular Navy man.

WASHINGTON IN JUNE CONTINUED

Truman came out of the Ozark country, which produces Jacks-of-all-trades like Pepper Martin, the St. Louis Cardinal who could play both right field and third base, slide on his chest and lead a mudcat band. Harry himself has gone the rounds as soda jerker, construction gang timekeeper, bank clerk, dirt farmer (he spent ten long years at this), artillery officer, haberdasher and county judge, and in each instance he has absorbed a rich American experience. If Roosevelt wanted to do something *for* the people, Truman wants to do something *with* them. He wants to do it with them because he *is* them—the representative walking delegate of the great middle class.

The most middle-class thing about Harry Truman is his money sense, to which everyone bears quick and incisive witness. Says C. B. Pinckney, the Truman grocer, "Mr. Truman is a man who everlastingly knows the price of a can of peas." When Bess Truman moved into the Blair House in mid-April preparatory to moving on to the White House, she ruefully reflected that she had already paid the full \$125-a-month rent on her Connecticut Avenue apartment up through May 1. Two weeks of that rent was being wasted! And the work of Harry Truman in tracking down war production graft and waste with his Truman Committee was not only directed toward getting more efficient production of war goods, it was also aimed at saving the common man the indices of his energy in dollars.

Truman and the dollar

This Truman money sense is admired by his friendly Republican enemies, Senators Ferguson and Aiken and Congressman Judd. It does not come from niggardliness or a desire to pinch pennies as such. When the wags exclaimed that Truman was the man who stood behind the necktie counter, they spoke literal truth: after World War I Truman teamed up with an AEF buddy, Eddie Jacobson, to buy a clothing store in Kansas City. But the real point about Truman, the necktie salesman, is not the commonness of the job. Truman was not a clerk, he was part owner of his shop, a small businessman who knew the risk he was taking in putting his savings into an enterprise of his own. The business made money for a time, then failed. Truman's share in the loss was \$20,000. He learned the value of a dollar when, after refusing to take the easy out of bankruptcy, he spent 15 years scraping together enough cash to satisfy his creditors. Truman will very likely continue the Roosevelt course of hewing to a "little left of center"—wherever that is. But the days when Tommy Corcoran blithely said the way to spread purchasing power was to take money up in airplanes and shovel it out are over.

In his own capital Roosevelt, the globe-trotter, was a sitting president who saw little of the town. People had become so used to this fact that it came almost as a shock to learn that Truman is a walking president, a strong-muscled, slim-waisted man who did his two miles a day as senator and who still does a lot of incidental prancing about when he is not working on papers or swimming in the White House pool. He takes Bob Hope on a tour of the White House, he visits his bank, he bobs up in the Corcoran Art Gallery to look at war paintings, he races through the Pentagon corridors to see generals, and his trips to Congress have been more in a month than Roosevelt's were in a year.

Truman's git-up-and-git naturally lessens the presidential dependence on special agents, which means, in turn, less of an aura of palace politics. The fact that Roosevelt couldn't get out of the White House

CONTINUED ON PAGE 104

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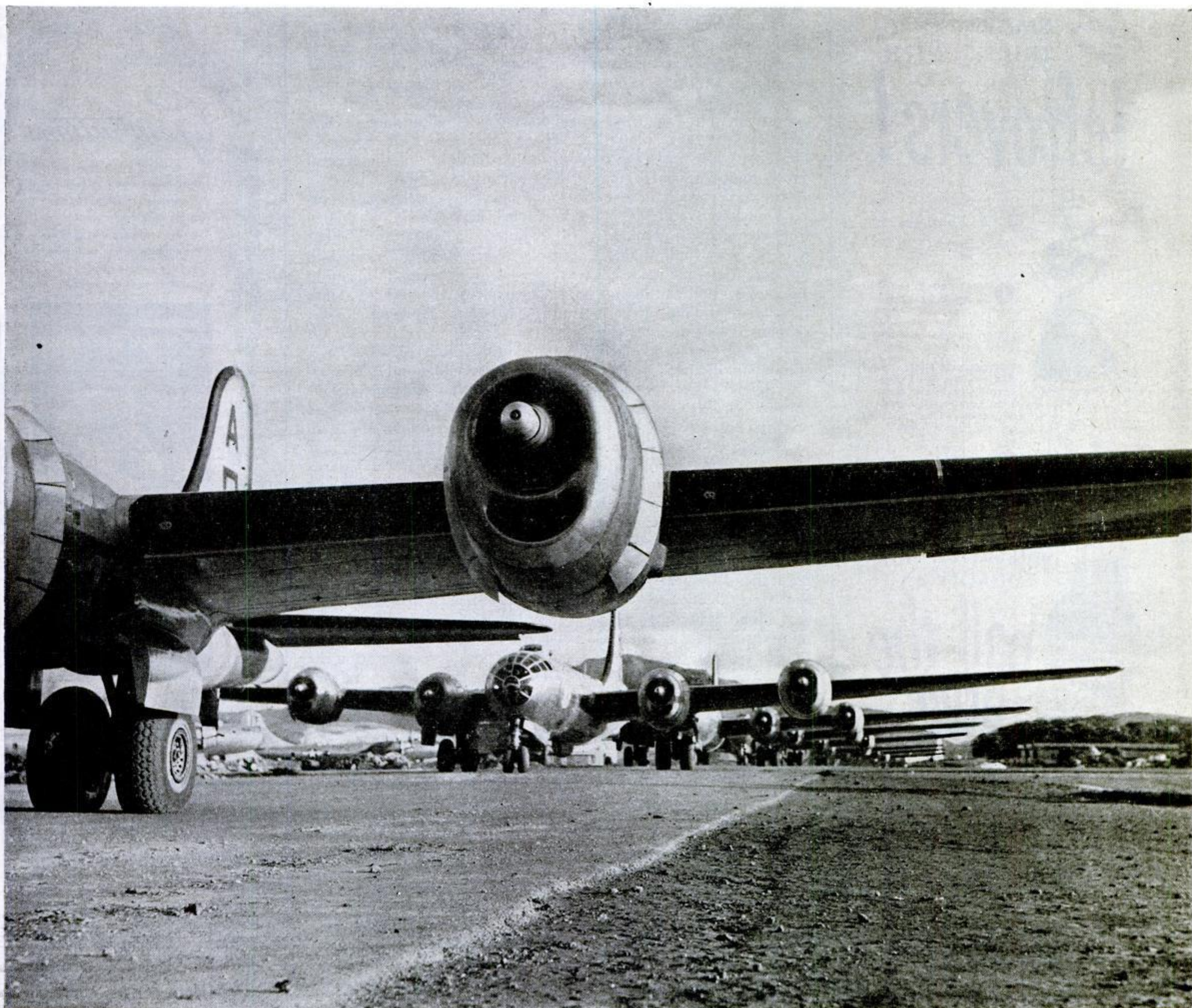
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With engines warmed up for the take-off, Boeing B-29 Superfortresses fill the long runway on Saipan . . . one behind another, as far as the eye can see. Across the field, as on other fields in the Marianas, still more wait to wheel into line. When you pick up your paper tomorrow you will read: "Industrial targets in Tokyo have been hit again by a force of over 300 B-29 bombers."

It was less than a year ago that the first attack on Japan by the giant Superforts thrilled the nation. Today their valiant crews are regular commuters on the more than 3000-mile round trip from our island bases. In waves of sky-filling formations, they are

carrying destruction to the enemy's workshops on a relentless schedule.

Back of this achievement is another story — an epic of production. To design, build, test and manufacture in quantity an airplane that so far exceeded all previous bombers in bomb-load, speed and range — and do it *in time* — was an unprecedented task. It called for pioneer work in engineering, tooling and planning. New facilities and processes had to be started from scratch. Methods had to be devised for putting the vast manufacturing program into effect, not only in Boeing's own plants but in those of other aircraft companies, chosen by the Air Technical

Service Command of the Army Air Forces to help increase quantity production of the big planes.

Impossible as the job looked, Boeing men were equal to it. Superfortresses are rolling off the production lines in steadily mounting numbers. In the hands of hard-hitting American airmen, they are vital weapons in the war against Japan, and there are more . . . many more to come.

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Tomorrow Boeing research, design, engineering and manufacture will be applied to peacetime aircraft for your use . . . your assurance that any such product "Built by Boeing" will be built to lead.

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THE KAYDET TRAINER • THE STRATOLINER • PAN AMERICAN CLIPPERS

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3 SMART TRICKS WITH leftovers!



1 MEAT SAUCE: Combine ½ cup currant jelly, 1 tablesp. French's Worcestershire Sauce, 1 tablesp. lemon juice. Heat slightly. Serve with cold meat.

2 CREAMED FISH: Cube ½ cup leftover toast, stir into 1½ cups hot creamed fish. Add 2 teasp. French's Worcestershire, sprinkle with chopped parsley.

3 SANDWICH FILLING: Mix 3 chopped hard cooked eggs, 1 cup minced leftover ham, ½ cup minced celery, 2 tablesp. French's Worcestershire, ¼ cup mayonnaise.



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paradoxically sharpened up his senses about what was going on. He developed a preternatural sixth-sense ability to smell out the desires of the multitudes. Truman, having normal mobility, may be less sensitive to the currents that beat about a president. But if muscle tone means anything he will walk up to meet problems that Roosevelt let slide or tried to solve by outwaiting them.

To an underling who had spilled press releases on the floor an OPA section chief recently remarked, "That's going to look nice when the President walks in." The admonition is significant of the type of psychological wave length that goes out from the White House to all the nooks and crannies of Washington these days. The town was very much aware of Mr. Roosevelt: when he was sick and hidden from view the gossip about him was endless. The uncertainty about what Roosevelt might finally decide to do provoked conspiracies to influence him—and the result was a persistent jockeying for position and power all down the line in the departments and agencies. Since the advent of Truman the jockeying has become less omnipresent: people are waiting for direct, unequivocal orders.

The fact that Truman believes in clear lines of demarcation has a special significance for the civilians in the receding stages of war. Last winter, after the shock of von Rundstedt's Ardennes breakthrough, the Washington Army bureaucracy girded itself for one last mighty effort to take over the country. Despite testimony turned up by the Mead Committee, successor to the Truman Committee, that labor was being hoarded and wasted by the military in Navy yards and arsenals to an extent that would have a Ford or a Chrysler production manager down chewing the rug, the Army drove hard for the compulsory labor bill that was known on Capitol Hill as the "repeal of the Emancipation Proclamation." Congressmen who doubted the Army's ability to run a complex industrial machine felt the verbal lashes of Secretary of War Stimson and Under Secretary Patterson. General Lucius Clay, Jimmy Byrnes's deputy in the Office of War Mobilization, put his tight-lipped energy into the job of ramming through such things as curfew and racing ban. Foreseeing the time of German collapse, Clay and his supporters set in motion the puritanical slogan, "V-E Day is M-Day." In other words, total war was to come to the U. S. not when we were beleaguered on two fronts and in every ocean, but when success in one hemisphere was here and success in the other was in sight.

The civilians' man

The U. S. Senate, presided over by Harry S. Truman, beat the so-called "slave" bill and, with General Clay's departure for Germany, no more was heard about V-E Day being M-Day. How did this happen? Partly, no doubt, because of the turn of military events in Europe. And partly because Byrnes's civilian advisory committee made mincemeat of the Army's contention that labor shortages were crucial. But if a different man than Truman had succeeded to Roosevelt's job the issue of Army supremacy would surely have come up again. The Army's Washington bureaucracy feared a general psychological setback with the end of the German war. But the American people took V-E Day in stride with no particular letdown vis-à-vis Japan. Ever suspicious of the future, the Army's bureaucracy might strive to discount this by saying, "The letdown's still coming." But the Army cannot discount the fact that Truman on the production front is the civilians' man.

During World War I Harry Truman rose to become a major, and his knowledge of military affairs is encyclopedic enough to cover Civil War history and the ancient world, which he has read about in his favorite Plutarch. But Truman's own Army experience left him with no particular respect for brass-hattism. After many an investigatory bout with the Army as Truman Committee chairman, Harry Truman said, "The Army covers up; it never corrects." He wasn't speaking of the generals' ability in their own sphere, that of strategy, tactics, logistics and military intelligence. But he was speaking of the generals as production men and allocators of labor.

In March a little book called *Can Representative Government Do the Job?* appeared on the Washington bookstalls. Written by Thomas K. Finletter, it was a blast against the American presidential system, which bogs down so often into protracted conflict between Congress and the executive. Mr. Finletter argued in effect for an adaptation of British cabinet government to American conditions, with the president and Congress standing or falling on issues. Since Mr. Roosevelt had had embroilment after embroilment with Congress, the Finletter thesis appeared apt. New York *Times* Washington columnist Arthur Krock took it up and there was a deal of talk about it over the tables at the Metropolitan Club and the National Press Club. Then Roosevelt died and talk about Mr. Finletter's book died too.

The reason why the Finletter book was a mere nine-day wonder

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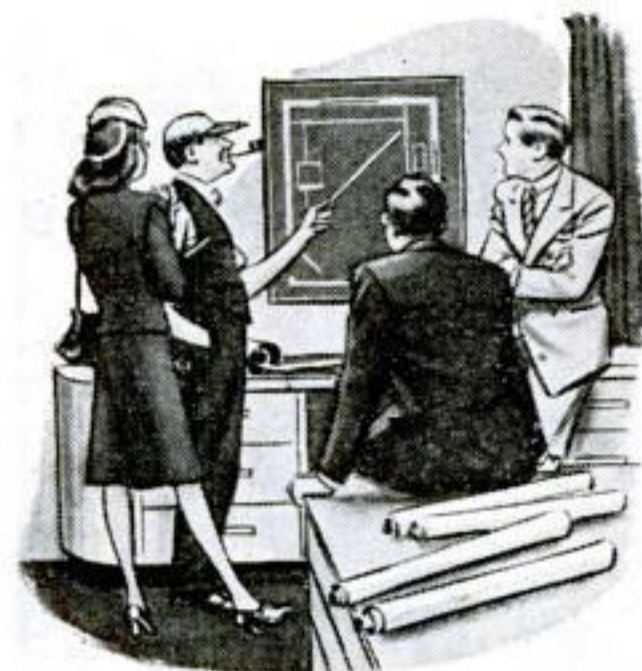


You worry...

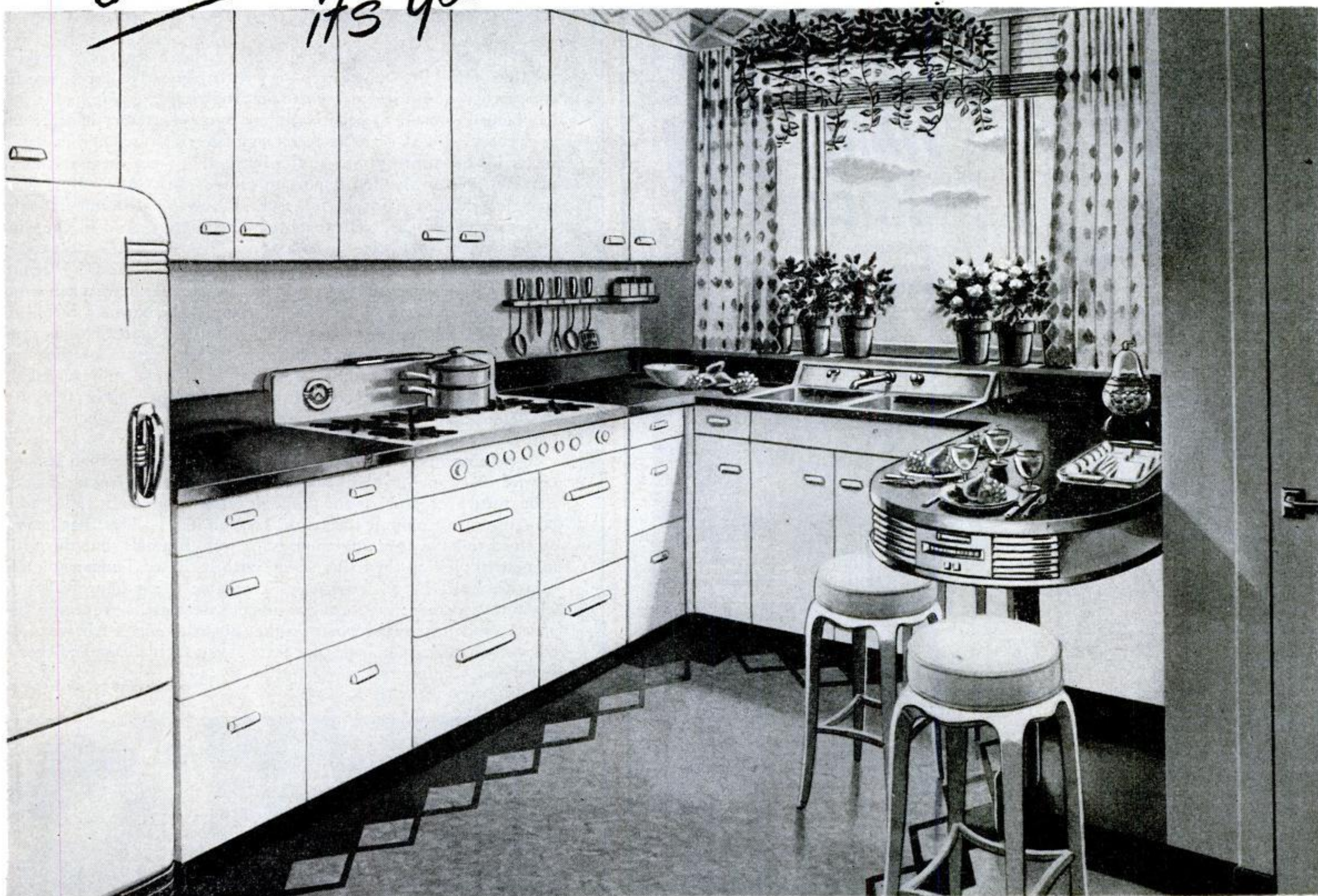
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WASHINGTON IN JUNE CONTINUED

with the Washington pundits derived from the character of the new President. Truman believes in the workability of the check-and-balance American system—the belief resting, of course, on the willingness of the coordinate branches of government to stick to their knitting. He believes in party responsibility, party regularity, party government and the two-party system. He believes the president should work with his party in Congress. And he believes that a president's cabinet officers and administrative agents should stay within their orbits.

Under the British system admired by Finletter, the cabinet is a committee of Parliament, shaped up by the dominant party in Parliament, with the prime minister serving as chief executive officer of the legislature. Under the American system the president is the choice of the people as a whole, and the exigencies of his office frequently compel him to go against the dominant sectional or class blocs in Congress. Truman may be forced by the logic of events to fight Senate and House even as Roosevelt was. But as he moves serenely ahead, it is apparent that he is doing his best to make the executive arm of the government an agent for the people's representatives in Congress as well as an equal and coordinate agency in itself.

The senators' President

Put in less highfalutin' terms, Truman, the ex-senator, is making a habit of picking good party men with legislative experience for the executive jobs. When Truman first took office, gossip had it that he planned to make ex-Senator Jimmy Byrnes Secretary of State and ex-Senator Gillette of Iowa Secretary of Agriculture. Byrnes hasn't succeeded Stettinius as yet and Gillette didn't get the Agriculture portfolio, but in the first important cabinet shifts Agriculture went to Representative Clinton Anderson of New Mexico and Labor to ex-Senator Lewis Schwellenbach of Washington. And in choosing a Department of Justice understrapper, Tom C. Clark, to succeed Francis Biddle as Attorney General, Truman had the U. S. Senate very much on his mind. When Truman was still the Truman Committee boss Francis Biddle refused to permit the Norman Littell report on The Breakers hotel case to go up to the Senate. Truman, suspecting some shenanigans behind the Army's return of the most famous Palm Beach hostelry to its private owners, subpoenaed the report. Biddle's recalcitrance annoyed Truman, the senator; it seemed to him an example of the way not to conduct relations between the legislative and executive arms of the government.

In picking his men Truman has let virtue be more than its own reward. Back in April Supreme Court Justice Robert Jackson made a thoughtful speech about the proper legal methods to be followed in bringing war criminals to justice. Jackson had no idea that he was destined to have anything to do with war criminals, but this willingness to pick up the ball and run with it caused Truman to make him the chief U. S. prosecutor. The same thing happened with Clinton Anderson: as a congressional investigator Anderson had written such first-rate reports on the shortcomings of our war food controls that Truman made him Secretary of Agriculture and boss of War Food Administration.

CONTINUED ON PAGE 109



NEW PRESS SECRETARY is Charles Ross, one of the President's oldest friends who quit a \$35,000 berth on the St. Louis *Post-Dispatch* for the \$10,000-a-year presidential post. Here Ross kisses the Bible and takes over the most important White House secretarial job. Ross was the valedictorian of Harry Truman's high-school class.

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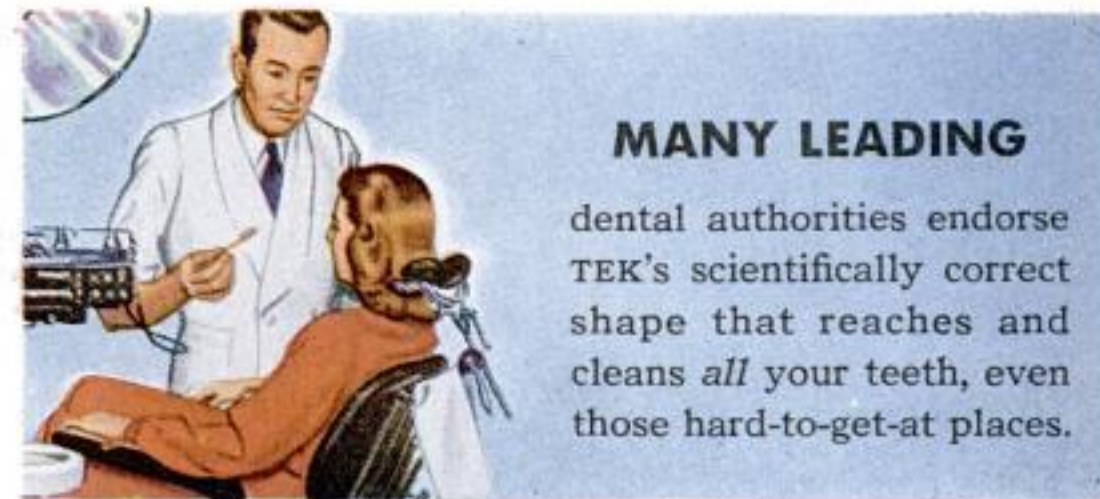
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Tek
The 50¢ quality tooth brush

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SECRETARIAL WORK at the White House is in charge of Rose Conway from Kansas City, Mo. She was previously secretary to Truman's brother in the FHA.



ADMINISTRATIVE ASSISTANT, Edward Daniel McKim was Omaha insurance executive. Truman's battery mate, he still calls the President "my captain."

WASHINGTON IN JUNE CONTINUED

When Roosevelt tried to reorganize the various executive agencies, Dorothy Thompson yelled, "Dictator!" and Congress went into a tumult of rage. Now Harry Truman, the Senate's own man, is asking for even more sweeping powers to consolidate bureaus and to establish clear lines of responsibility and authority. With Senator Harry Byrd of Virginia looking upon the proposed reorganization plans with a beaming eye, the chances are at least fairly good that the jungle of overlapping agencies will get a pretty thorough going-over with the machete before 1948.

The effect of Truman's procedures on political Washington is to make for infinite temporary harmony—and some reportorial dullness. John O'Donnell and the rest of Cissie Patterson's Washington *Times-Herald* columnists try to keep the lurid flame of anti-Roosevelt melodrama alive in their paragraphs, but as more and more New Dealers pack their bags the O'Donnell material gets thinner and thinner. In his handling of protocol vis-à-vis the senators, Truman has even managed to mollify sour old Kenneth McKellar of Tennessee: before renominating McKellar's *bête noire*, David Lilienthal, to the TVA board, Truman invited McKellar to attend cabinet meetings in his capacity of pro tem Senate president. This didn't keep McKellar from trying to drum up votes against Lilienthal's confirmation but it did take some of the wind from his sails.

Meanwhile the project boys, the effervescent minds with the Tugwellian urge to roll up their sleeves and make America over, talk glumly to their secretaries. The more spectacular type of liberal intellectual New Dealer—Ken Galbraith, Leon Henderson, Jerome Frank—is no longer to be found holding court in the cocktail lounge (or "witches' den") of the Hotel Mayflower. Tom Corcoran goes gaily ahead as a lawyer who knows his way around Washington, but his once inseparable partner Ben Cohen makes somewhat wistful trips for old lang syne to the Office of War Mobilizer "Judge" Vinson, where he once worked for Jimmy Byrnes. Cohen, who has a sweet temperament, holds no grudges, but it is plain that he regards 1945 as an anticlimax.

New Dealers in eclipse

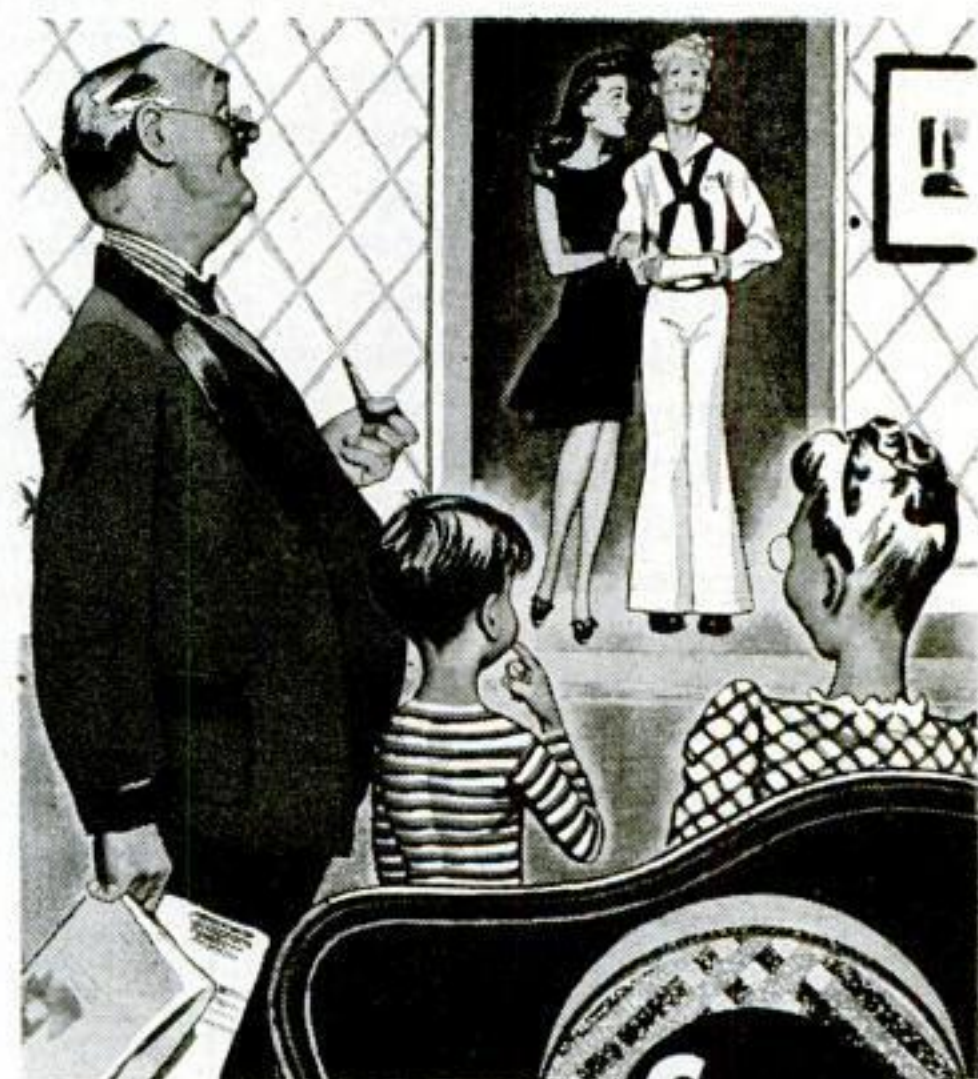
Once Cohen said of the New Deal intellectuals, "We've been here ten years and all we've managed to do is to get from WPA to WPB." Now the intellectuals' progress is measured not in terms of inching forward but in terms of rapid retrogression. Some of the old-time New Dealers hang on: Bob Nathan, a crack statistical economist, and bulky, cherubic Ed Prichard, once a Felix Frankfurter favorite, work for Judge Vinson on problems of mobilization and reconversion. But Nathan and Prichard are New Dealers with a difference: their idealism is cut with earthy influences. The difference between a Prichard and, say, a Ben Cohen can be judged from Prichard's remark as a Princeton undergraduate, "I'm the future governor of Kentucky." Cohen wanted to shape the future but Prichard likes politics for its own sake.

The Democrats under Truman wait in all friendliness for the emergence of a White House legislative line. Truman's Democratic friends range from Senator Burt Wheeler, the "isolationist" who gave Truman his first important senatorial committee assignment, to Senator Carl Hatch, one of the Burton-Ball-Hill-Hatch resolution "internationalists." But the curious thing to note is that no one in the Senate is very sure about his hold on Truman. As a senator Truman had many friends, but he kept his own counsel. When Jimmy

CONTINUED ON NEXT PAGE

Is it Etiquet to introduce him to the family on the first date?

It's **Etiquet** to introduce your boy friend to your family on the first date. It's etiquet, too, to use Etiquet Deodorant Cream every day . . . surely before every date. A pure, antiseptic cream . . . Etiquet checks under-arm perspiration . . . keeps you feeling dainty, well groomed. It works better too!



Creamy smoo-oo-th...checks under-arm perspiration...stops odor too!

• Etiquet Deodorant Cream goes on with a creamy-smooth feel . . . Wonderfully effective in checking under-arm perspiration . . . stopping odor. Helps save your precious clothes. Spreads smoo-oo-thly! Works fast. Antiseptic. Pure. Soothing. Not irritating to normal skin. Look for blue-plaid jar at toilet-goods counters—10¢, 39¢, plus tax.



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The Antiseptic Deodorant Cream - **Etiquet**

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PAUL LUKAS, stage and screen star, says: "Removing make-up makes my face sensitive, but Williams lets me shave closely without irritation. It soothes my skin."

—that's why Paul Lukas shaves with soothing WILLIAMS


REMOVING make-up every day is hard on the skin, tends to make an actor's face sensitive to any irritant in shaving cream.

To be bland and gentle, a shaving cream must be made of premium-quality ingredients, combined in exact amounts. Williams is a cream like this, made with the knowing skill

of over 100 years' experience. Moreover, Williams softens whiskers completely . . . lets you shave closely with comfort. Try it. Get a tube of Williams today.



A Maine vacation is an adventure in contentment and an investment in good health. Memories of our glorious scenery, mountains, woods, lakes, seashore and farmlands, will live with you for life. Climate is ideal for all-summer comfort. There's everything to do in the great outdoors, food you'll never forget and hospitable hosts who'll make you feel that this is your second home... Maine will welcome you when you can come. Start planning now.



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Byrnes came racing to Washington after his old senatorial colleague's accession to the presidency, nothing happened; Truman evidently resented any effort to move in on him.

The Truman legislative line, when it does emerge, is not apt to be anything startling. On such things as reciprocal trade and the Bretton Woods monetary agreements Truman is an organization Democrat. In foreign policy he is a qualified nationalist; his "firming" toward Russia is quite in keeping with his feeling that international cooperation must not be bought with any loss of national self-respect. In economic matters Truman has shown himself to be a Midwesterner; he recently endorsed a book by Arne Wiprud, *Justice in Transportation*, which alleges an attempt by eastern monopolists to control the railroads. If his senatorial record means anything, Harry Truman is instinctively a trust buster, a Sherman Anti-Trust man. But trust busting is an ancient American sport, not a New Deal innovation. As for Truman's stand on the subject of Mr. Wallace's 60,000,000 jobs, it may be summed up in his press-conference remark. He hadn't, so he said, had time to acquaint himself with the Murray Full Employment bill, but he did believe in full employment. However, so do the Republicans. The question is: how is full employment to be guaranteed, by the free workings of a private economy or by progressively increasing doses of state investment? On this Truman hasn't yet spoken.

The portent of Harry Truman has the Republicans in a quandary. Says House Minority Leader Joe Martin, "We've got to wait and see what happens. We'll scrutinize the bills as they come up." Says Congressman Judd, "I've lost my feeling of partisanship." Says Senator Ferguson, "Truman's a good man." The death of Roosevelt robbed the Republicans of an issue which they were prepared to play for all it was worth, even to the extent of pinning the Pearl Harbor disaster on him. Last fall the Republican line was, "Keep what is solid in the Roosevelt reforms, but for God's sake let's administer them with clarity and in the spirit of the Constitution." There was much to be said for the Republican attitude. But in Truman the Republicans discover a man whose whole native impulse is to meet their demands. No doubt serious issues will arise before 1948 or even before 1946: the death of Roosevelt did not remove the stresses and strains that must bedevil a nation staggering under a \$300 billion debt. But while the honeymoon lasts the issues that will galvanize the Republicans to victory are not immediately apparent.

A good party man

If Truman is to go down, it will probably be because of economic or foreign policy issues that are beyond his control. But the fact that he is a good party man may very possibly lead to fatal mistakes. Missourian Bob Hannegan, boss of the Democratic National Committee, rules over appointments with an iron hand, and Bob Hannegan is more concerned with party regularity than with the finer shades of fitness. When it comes to presenting Margaret Truman with a red setter puppy Hannegan has a smart eye for public relations, but deserving Missourians and deserving Democrats are not always the most deserving citizens. Moreover, Truman has a weakness for fanning the breeze with the boys, which could possibly lead to negligence in passing on appointments. Practically anybody from a Re-

CONTINUED ON PAGE 112



PRESIDENT'S VISITOR Herbert Hoover enters the White House for first time since he left it in March 1933. Truman invited him, has invited Landon and Dewey.

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When feet burn, callouses sting and every step is torture, don't just groan and do nothing. Rub on a little Ice-Mint. A frosty-white medicinal cream, its cooling soothing comfort helps drive the fire and pain right out... tired muscles relax in grateful relief. World of difference in a few minutes. Grand, too, to help soften corns and callouses. Get foot happy today, the Ice-Mint way. At all druggists.



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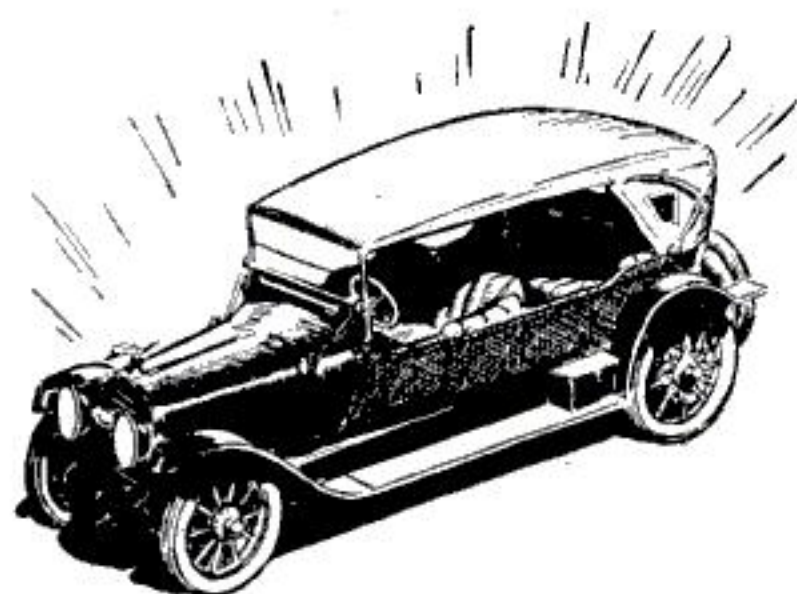
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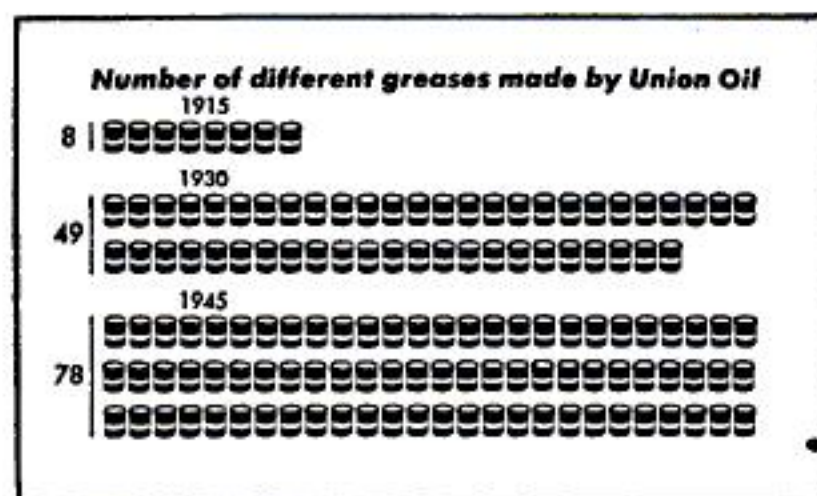
1. In 1915, this \$4,850 touring car was a good automobile—one of the best money could buy. In 1915, Union Oil made a good line of greases—8 different types “to meet every lubrication need.” Today, the lowest-priced cars are far better than that 1915 car. And they sell for about $\frac{1}{4}$ as much.



2. Today, Union Oil makes 78 different greases for industry instead of 8! And their quality is equally superior. This doesn't mean the car manufacturers and ourselves weren't doing the best we knew how in 1915. But it does prove the value of *competition*.



3. After all, people were quite satisfied with 1915 automobiles and greases—in 1915. If no improvements had been introduced *we'd be satisfied with them today*. For we'd know of nothing better to compare them with. But fortunately the manufacturers were not satisfied. Not that they were any more idealistic than the average citizen.



4. But each one knew that if he could put out a better product than his competitors, he could *get more business*. So they all kept racking their brains for improvements. Progress, from year to year, was gradual—as it always is. But in 30 years, these combined improvements made a phenomenal total.

5. As a result, the American oil and automotive industries today have completely outstripped the rest of the world. No monopoly—private or governmental—could have accomplished as much. For there simply aren't the *incentives* to better your product when you already control all the trade.



6. So as long as there's still room for improvement in an industry, the only way to guarantee *maximum progress* is to have an economic system that guarantees *maximum incentives*. Our American system provides these to a degree no other system has ever approached.

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WASHINGTON IN JUNE CONTINUED

publican to a railroad-ticket fixer can get a White House audience these days, which is not a bad thing from the standpoint of proving accessibility. But the reporters who used to say "accommodating is the word for Truman" are waiting for a slip. The fact that Sam Wear has just been chosen U. S. attorney for western Missouri over Maurice Milligan, the man who sent Truman's old patron, Boss Pendergast of Kansas City, to jail, might merely indicate Truman's loyalty. But it might also betray a hint of vindictiveness, the occupational hazard that busts political parties wide open. And there is danger that political bagmen will walk into lesser jobs in the Department of Justice if organizational "regularity" prevails.

In general, however, Truman's "pork chop" appointments have been limited to jobs that will not get him into trouble. Ed Pauley, the ham-fisted California oil man who became such a crack money-raiser for the Democrats, has been sent to Moscow on a reparations mission that is politically harmless from the party point of view, and Bob Hannegan has been rewarded with the traditional plum of Postmaster General. The Missouri flood may roar through the re-decorated White House, but it hasn't yet drowned Truman's integrity. The old cronies—Ed McKim of Omaha, who served with Truman in Battery D back in 1917; Colonel Harry Vaughan, another World War I pal; Captain James Vardaman, son of the old Mississippi senator; Charley Ross, St. Louis *Post-Dispatch* man who went to high school with Truman; Matt Connelly, Truman's vice-presidential secretary—have received jobs, but in each case the job has been of a type that should go to loyal old friends.

With the plunderbund still out in the cold the Washington pundits who think back to the postwar regime of Warren Harding for purposes of analogy can only reflect that Truman knows history as well as they do. He is also quite aware of the troubles Lincoln's successor, Andrew Johnson, had with Congress. As a matter of fact, everybody in Washington these days is trying to square himself with the inner spirit of American history: Henry Wallace begins a *Reader's Digest* article with a denunciation of the idea of a planned economy; the Murray Full Employment bill is put forward to "save free competitive enterprise"; and the hatchet men of the New Deal—Senators Guffey and Pepper—are lying low.

The majority hunger

In playing to extend the era of good feeling Truman correctly interprets the hunger of the majority as registered by the Gallup poll. But the good politician thinks always in terms of what public opinion will be on election day two or four years hence, not in terms of what it indicates about the present. If postwar depression should strike before 1948, the "left" may hold it against Truman that he has tried to be a mediator between extremes. Truman's technique, like Coolidge's, will carry him far if the social bases for good feeling continue to exist. But the placater, the defensive fighter, cannot win in a time of growing trouble. In capitalizing on the hunger for good feeling Truman is the man of the moment. But the duration of the moment is a gamble, and the hyenas are waiting to be fed.



DEMOCRATIC PARTY BOSS Robert Hannegan, who believes deserving Democrats should get all jobs under Democratic administration, has reaped his own reward for running the "Truman syndicate" at the Chicago convention. Five weeks ago the new President made Hannegan Postmaster General. Hannegan now passes all patronage.



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Mountains, broad valleys, rolling hills, and cool, blue waters... this is tranquil Old Virginia, your haven of relaxation. Picturesque shrines, natural wonders, beautiful parks, scenic Skyline Drive, seashore and mountain resorts—everything you could wish for to make the perfectly relaxing vacation. Colonial America lives again at restored Williamsburg. A warm welcome and Southern cooking are Virginia traditions. And you'll like modern, progressive Virginia as a place to live. Ask us for details.

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Our plant is the world's largest single source of natural B Complex vitamins for pharmaceutical manufacturers and food processors.



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Army and Navy diets and foods for shipment overseas have been enriched with many tons of our specialized dried yeasts.

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Our laboratory staff is co-operating in a movement under university and hospital supervision to reclaim whole communities from the ravages of diet deficiency. Hundreds of persons threatened with blindness, other afflictions and even death have been restored to robust health.



Protein is the basic nutrient in meat, eggs, poultry and fish. We can produce great quantities of protein by growing it in glass-lined vats—and from this protein product our diet kitchen has created dozens of body-building dishes with distinctive, delicious flavors.

* * *

Several of our laboratory associates have made amazing progress in producing various yeast strains, each calculated to do a specific job. This recent achievement is comparable to mankind's work of centuries in breeding pedigreed livestock. Present indications are that some of these yeast types may in the future help to fight disease as penicillin does.



Great quantities of refined syrups to be used as bases for medicines and hospital diets are made by our Corn Products Division... which also produces millions of pounds of fine table syrups and also confectioner's corn syrups, half of which goes into candy for our Armed Forces.

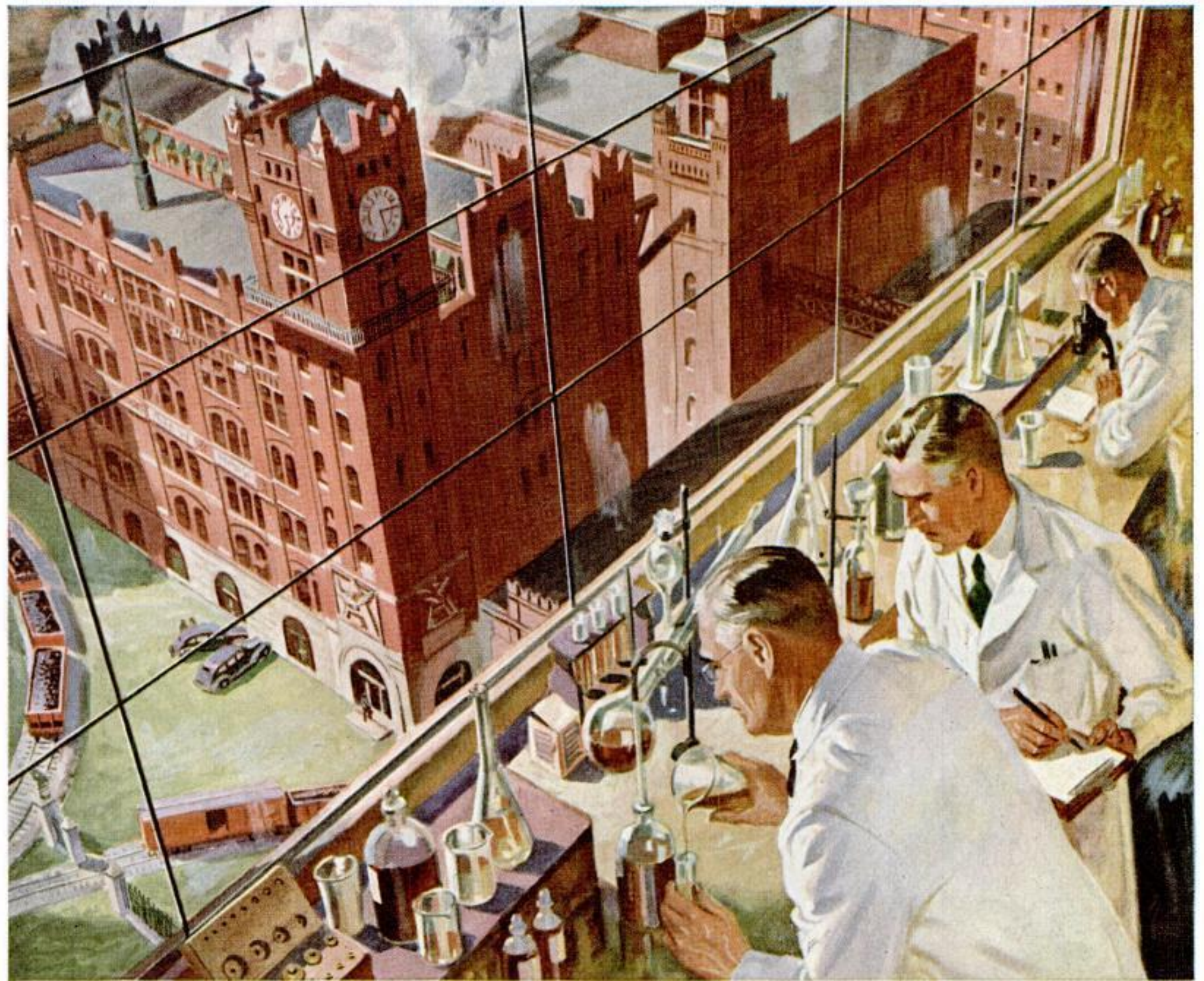
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Food industries all over America choose Anheuser-Busch pure food corn starch and dextrines for their products—millions of pounds each year. We also supply starch to the textile, paper and many other industries.

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The dried food yeasts especially grown for their nutritional value by Anheuser-Busch are rich in body-building proteins and are an excellent source of natural high potency B Complex vitamins. Do not confuse them with other yeasts you have known previously.

Americans are going to Eat Better..Feel Better..Look Better



Your family is certain to profit by two important wartime developments. First is the discovery that an astounding number of Americans are suffering from malnutrition, many despite incomes that could provide a more nutritious diet. Second is the tremendous concentration of scientific attention on the problem of feeding all of our people better and more economically.

Right now from laboratories all over America, including the ten laboratories of Anheuser-Busch, come indications that this nation stands on the threshold of an entirely new conception of how to nourish itself soundly, but with no sacrifice of zest for the good things of the table.

That this crusade will be productive of not a few actual 'wonder foods' is certain. Moreover, many delicious dishes lacking in sufficient nutrients will be so enriched that they will be a valuable part of the daily fare.

Naturally, Anheuser-Busch, whose reputation rests largely on the fact that it operates the world's largest brewery, is proud of having been one of the first to take part in the national program of nutritional research... and proud of the recognition given

to its contributions thus far. In future reports, you will be informed of some of the truly fine progress that our laboratory staff has made, not because we wish to boast, but because better nutrition is a subject for the attention of all good citizens.

News dispatches continue to emphasize that the countries devastated or impoverished by the war must be fed. Since a well-nourished, contented nation is not easily incited to aggression against its neighbors, doesn't it seem logical that America's strides toward a better and more economical diet may prove to be one of the world's best guarantees for permanent peace?



How well do you know Dad?

Color experts these days are revealing how a necktie can provide a great clue to personality . . . to a man's true traits. You know Dad's characteristics and hence whatever *pattern* you may choose

in Superba Cravats, you'll know that you're getting the basically correct **COLOR** for *him*! The Superba system of fashioning ties to personality—and the exclusive Superba selective Color-o-Scope

—now let you go farther than matching Dad's shirt or suit. For now you can match his very personality—and you can be his fair-haired child on Father's Day.



BORN EXECUTIVE? Is he the poised, deliberate man whose judgments people respect? Most likely then he favors *Navy*. And his calm dignity will be reflected by this Superba MAINLINER Cravat in richly patterned dark blue. Luxuriously made, satin-faced, it can give expression to Dad's best self. 1.50



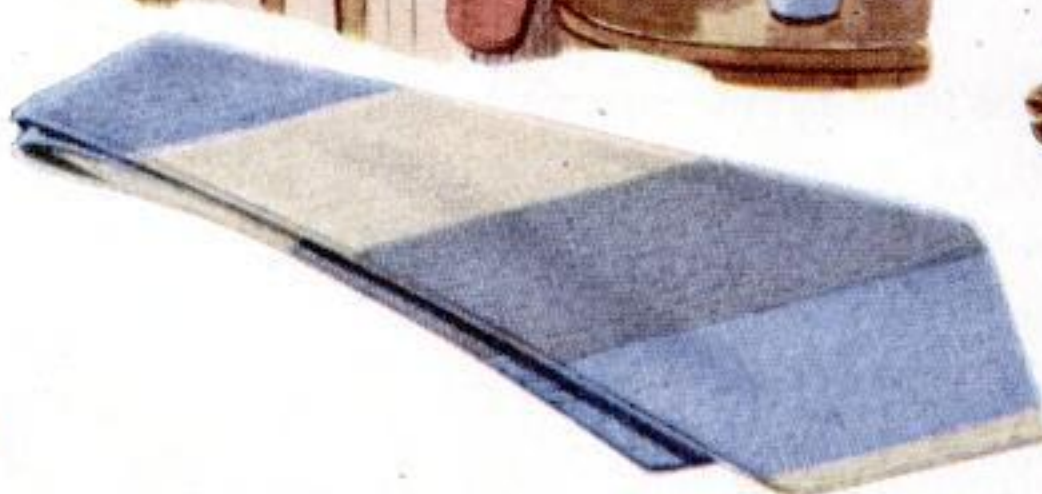
CHEERFUL, FRIENDLY? Is he likeable, talkative, a man who loves people and good living? Then he'll be at his best in this Maroon-patterned Superba SUGAR AND SPICE tie. Colorists say it means he's good-natured! And its special texture for perfect tying tells wrinkles and wear to "keep off." 1.00



EASY-GOING? Is he generous, broad-minded, friendly—a man whom people instantly like? Then this Superba RANGER Cravat in a rich, plain Green is really for him. Always "all set" to fight off wrinkles and wear, it's 100% wool-woven . . . smooth-tying . . . smart-looking . . . but just 1.00



MAN OF ACTION? Does he always have a "big deal on the fire?" Is he a real go-getter? Then you're apt to know that he goes for *Red*. So here's a Superba MAINLINER Cravat fashioned to *his* personality. Quality craftsmanship, satin facing, finest materials preserve this tie's youth. How easily it ties! How neatly it comes through Dad's busiest days! "Tops" in a tie. 1.50



CONSERVATIVE? Is he efficient . . . able . . . good at managing his own affairs and those of others? Is he a good provider, a grand parent and friend? Then he's the kind who'll thank you heartily for your gift of this Superba SUGAR AND SPICE Cravat of powder-soft *blueness*. It resists wear and wrinkles, makes smooth tying a cinch. 1.00



STEADY, THOROUGH? Does he welcome responsibilities? Is he sure in thought and action, substantial, dependable . . . the same swell fellow no matter what happens? Then this rich, plain *Brown* Superba RANGER Cravat is just made for him! As dependable as he is, this natty RANGER weave—pure wool—makes for perfect knots and keeps its smartness. 1.00

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It's an exclusive, exciting Superba feature. See it at your dealer's. Whatever *patterns* you like, the Color-o-Scope selects the correct basic **COLOR** for every type of personality.



HAND IN HAND, MARY (GREER GARSON) AND PAUL (GREGORY PECK) CROSS THE RAILROAD TRACKS THAT DIVIDE THE HOMES OF PITTSBURGH'S RICH AND POOR

MOVIE OF THE WEEK:

The Valley of Decision

Novel of steel and love is filmed

The portion of Marcia Davenport's 790-page three-generation novel that is brought to the screen in *The Valley of Decision* is a mere romantic excerpt. But the excerpt is packed with enough melodrama and sentimental punch to qualify as first-rate heart-throb entertainment. Its most memorable feature is the familiar charm of Actress Greer Garson, newly equipped with a thick Irish brogue, and spread enchantingly through a role that ranges from appealing pathos to moments of gripping emotional drama.

The Valley of Decision is the story of a winsome Irish colleen who leaves her home in the Pittsburgh

slums to become a servant girl in the imposing home of a wealthy mill-owning family. Its background is the smoky, strife-ridden, mushrooming Pittsburgh steel industry of the 1870s, with its ruthless economic rivalries, bitter clashes between capital and labor. Its moral is that love can conquer all, even when it has to span the grim conflict of class struggles. The colleen ends up by endearing herself to the millowner's family, marrying his son and becoming the stanch bulwark that holds the family's steel empire together, not, however, until industrial strife has killed both her millworker father and the father of the man she loves.

In her father's home Mary is denounced for taking job with the Scotts, who own steel mill. Her father (Lionel Barrymore) has lost legs in a mill accident. Friend Jim tries mediation.



In the home of the Scotts, Mary waits for an interview while the family greets the eldest son, Paul, who has returned from England where he has been studying steel manufacture.



LI'L ABNER by AL CAPP

Reg. U. S. Pat. Off.

HALP!!!

EARTHQUAKE MCGOON LOCKED ME IN WIF THIS LION ON ACCOUNT AH REFOOZED T' LET HIM WALK ME HOME—
SKUNK HOLLOW STYLE!!

AH'LL FETCH LI'L ABNER T' HELP YO' ON ACCOUNT YO' IS HIS RESPONSIBILITY!!



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RECKON AH OUGHTA HELP DAISY MAE, BUT AH IS KINDA TUCKERED OUT WINNIN' ALL THESE BOXES O' CHOMPIN' GUM FUM THIS INFOURIATED GENNULMAN!!

AH'LL COOK YO' UP A BOWL O' 'ENRICHED 5 MINUTE' CREAM OF WHEAT, SON!!—THEY ALLUS PROVIDES THE 'GIT-UP-AN'-GO'!!



LOOK WHAT YOU GET

IN ONE SERVING OF "ENRICHED 5 MINUTE" CREAM OF WHEAT

- 1 As much iron as in 4 eggs
- 2 As much calcium and phosphorus as in half a glass of milk
- 3 As much Vitamins B₁ and Niacin as in an equal amount of whole wheat

NO OTHER CEREAL SUPPLIES SO MUCH OF THESE HEALTH BUILDERS FOR LESS THAN 1¢ A SERVING!



IT SHO' WERE NICE O' LI'L ABNER T' GIVE ME THIS GENOOWINE LION'S SKIN COAT!!

TOO BAD YO' HAIN'T GOT A MCGOONSKIN CAP T' GO WIF IT!!

YO' DONE SAVED ME AGIN!!

AH ALLUS ENJOYS SAVIN' YO' LIFE, DAISY MAE, ON ACCOUNT MAMMY ALLUS GIVES ME A BOWL O' THIS DEE-LISH-US, SMOOTH CREAM OF WHEAT EV'RY TIME AH DO!



FAST AND SMO-O-O-TH!
READY IN 5 MINUTES.
COSTS LESS THAN 1¢ A BOWL

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"CREAM OF WHEAT" AND CHEF TRADEMARKS REG. U. S. PAT. OFF.

"The Valley of Decision" CONTINUED



For Paul's homecoming dinner Mary helps dress sister Constance and brother Ted. They try badgering her, but she handles them with quiet tact, makes them like her.



At the dinner party Paul greets Louise, the girl across the street who has known him since childhood and wants to marry him. Paul's feelings are merely friendly.

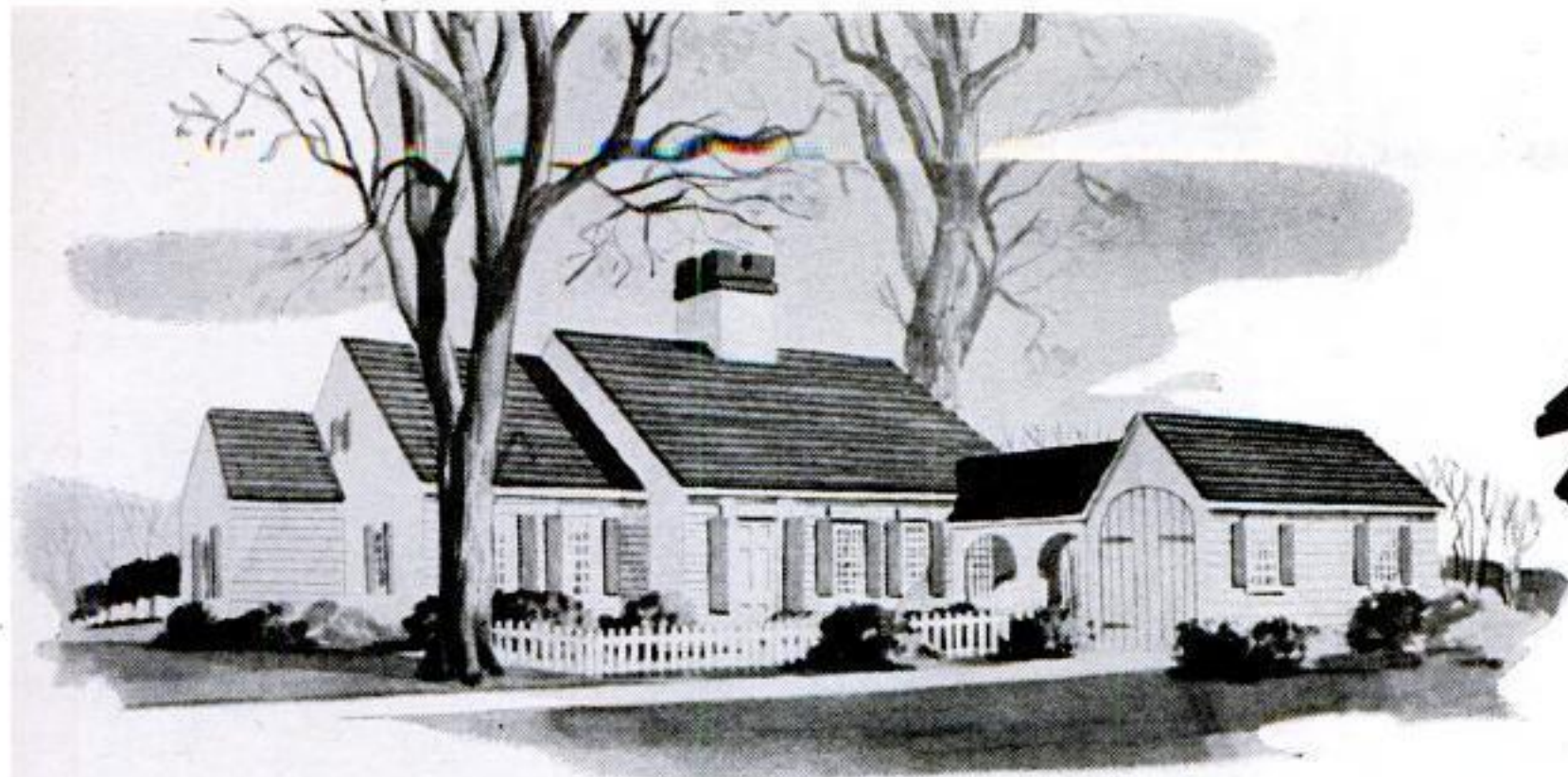


Experimenting with steel, Paul works at Mary's house with Mary's friend Jim, developing a new hearth furnace. Mary's embittered father orders him out of house.



Paul's mother, realizing that Mary and Paul are falling in love, suggests that Mary take a long trip to Europe to try to forget, since Paul must not marry beneath him.

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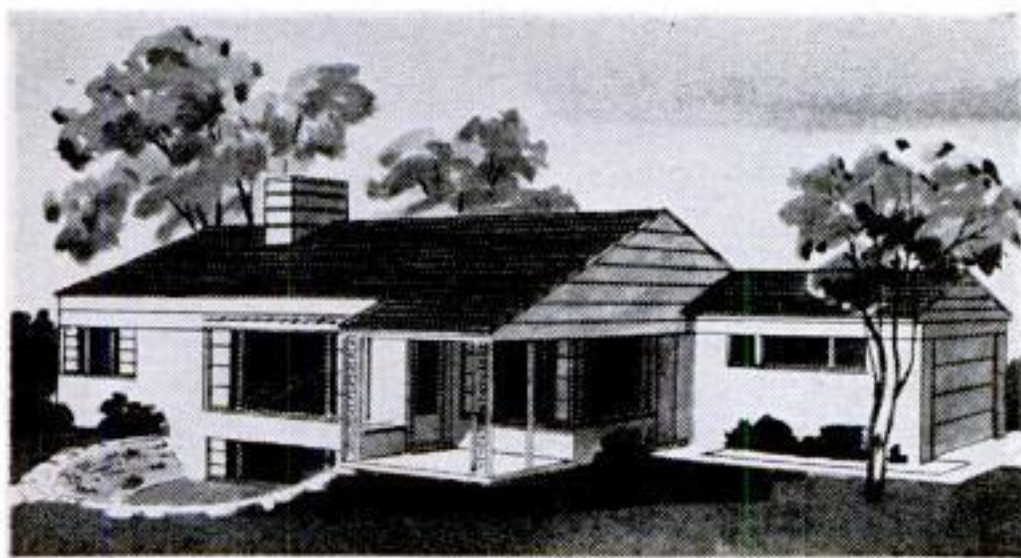


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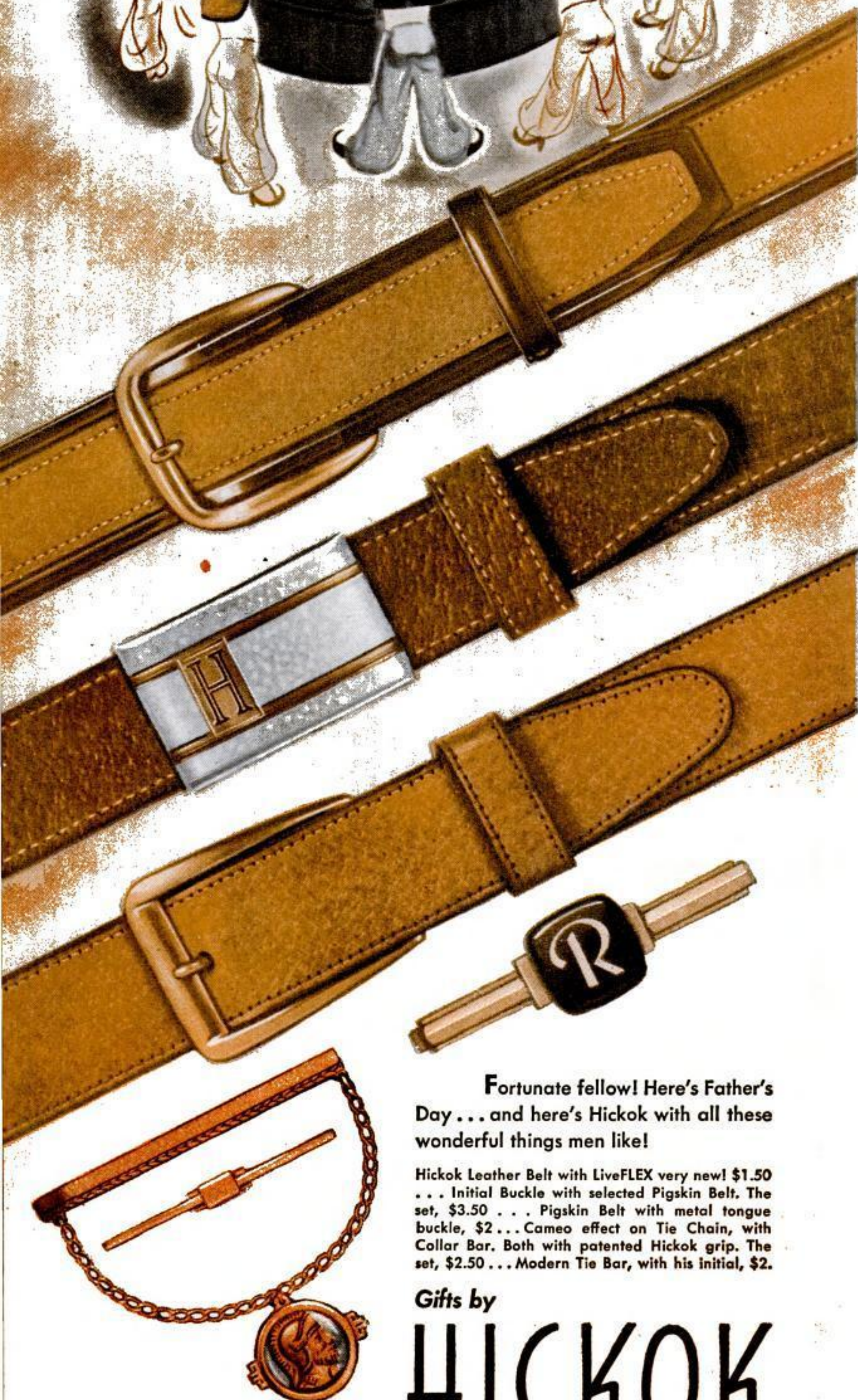
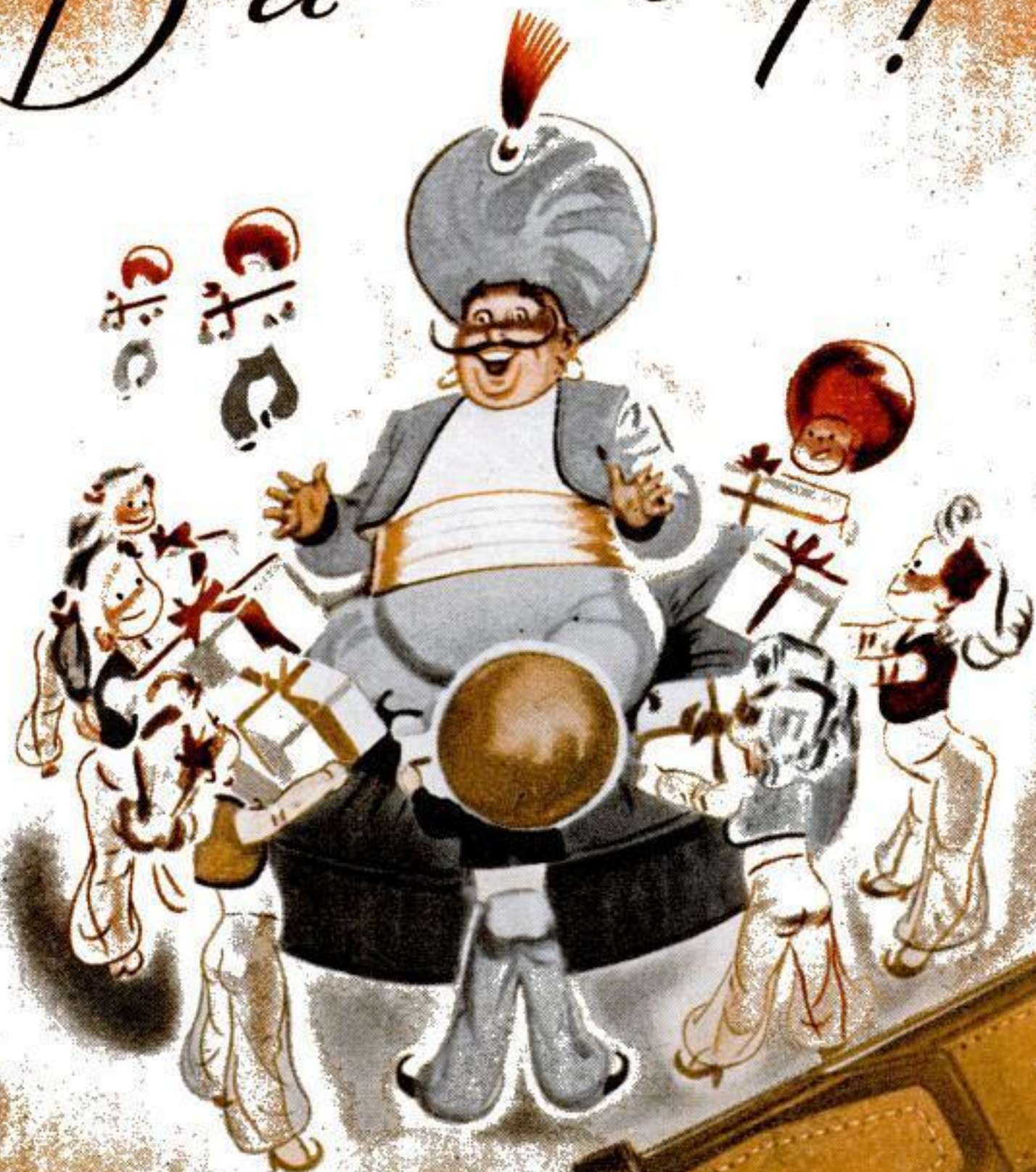
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Fortunate fellow! Here's Father's Day... and here's Hickok with all these wonderful things men like!

Hickok Leather Belt with LiveFLEX very new! \$1.50
... Initial Buckle with selected Pigskin Belt, The set, \$3.50 ... Pigskin Belt with metal tongue buckle, \$2 ... Cameo effect on Tie Chain, with Collar Bar. Both with patented Hickok grip. The set, \$2.50 ... Modern Tie Bar, with his initial, \$2.

Gifts by

HICKOK

WHERE WAR WORK COMES FIRST

"The Valley of Decision" CONTINUED



After two years in Europe, Mary comes home. Paul has languished for love of her. His father, who begged her to return and marry Paul, meets her at railroad station.



Family argument boils up when mill hands go on strike. Hoodlum throws rock into Scotts' parlor, knocks Paul down. His father and brother call in the strike breakers.



Mary goes home to her father during the strike, tried to explain to him that Paul will back up the striking men. Her father curses her and Jim tries to comfort her.



Crazed with hatred, Mary's father interrupts the union negotiations with a tirade against capital, causes a riot in which both Mary's father and Paul's are shot dead.

[CONTINUED ON PAGE 121](#)

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7th War Loan



every drop...*Kentucky Straight Bourbon*
barreled in peacetime

Long ago...in peacetime...Ancient Age, a great Kentucky whiskey,
was laid away in charred oak barrels to age and ripen. Now, fully matured,
it comes to you...A great whiskey with the authentic flavor that
only a Kentucky Straight Bourbon like Ancient Age can give you.

Ancient Age

Kentucky Straight Bourbon Whiskey



Schenley Distilleries, Inc., Louisville, Ky. This whiskey is five years old, 86 proof.

This is "Our Tune." Remember?

Life is set to music.
Romance begins with a melody.
Just as you remember.



Barbara: How could I forget, Jerry? My first prom! And I wore a red dress. Then suddenly I was dancing with you — and that's when everything began for me.

Jerry: For us. The minute I danced with you I knew, "This is IT."



Barbara: Why Jerry—when I close my eyes it seems like that first time again. That's a wonderful record.

Jerry: It's a wonderful *phonograph*. Dad and I bought that Crosley for Mom just before the war. Plays records a new way. The secret's in the needle. That's the kind for us when I come home for keeps.

What do you want in your post-war radio-phonograph? Crosley will have it — every major improvement in radio-electronic and phonograph engineering, *plus* the patented, exclusive Crosley

FLOATING JEWEL*
Tone System.

"Goodbye Needle Scratch!" No more needles to buy, change, or hear! The *Floating Jewel** a permanent, sapphire stylus plays on unexplored *sides* of tone grooves; virtually eliminates old-fashioned needle hiss and chatter. Old records sound like new. New records sound like nothing you ever heard before—and last up to ten times longer!

64 different tone combinations! Your exact tone preference at your fingertips with the Crosley Master Tone Control (for both radio and phonograph.) Plus matchless engineering, design and rugged construction. Worth waiting for — *your* Crosley!



Old-fashioned sharp needles—
"Sera-a-tee!
Hi-i-sss!
Chatter!"



Crosley Floating Jewel*
plays the untouched sides of the groove.

CROSLEY

THE CROSLEY CORPORATION, CINCINNATI, OHIO



To all the Jerrys and Barbaras — may your dreams come as true as this. Toward that day, we are producing fighting materials to help win this war and we are looking ahead to the time when once more we can make the finest Radios and Radio-Phonographs, and home appliances in Crosley history.

*Patented

RADIOS : RADIO-PHONOGRAPHS : FM : TELEVISION : SHORT WAVE : RADAR : REFRIGERATORS : HOUSEHOLD APPLIANCES : THE CROSLEY CAR : HOME OF WLW, "THE NATION'S STATION"



After what has happened Mary, heartbroken, tells Paul that she can never marry him. Months later Paul marries Louise, has a son. Mary opens a dressmaking shop.



Years later Paul's mother finally comes to realize that Paul has never been able to forget Mary. Here she meets Paul and his son while on her way to visit Mary.



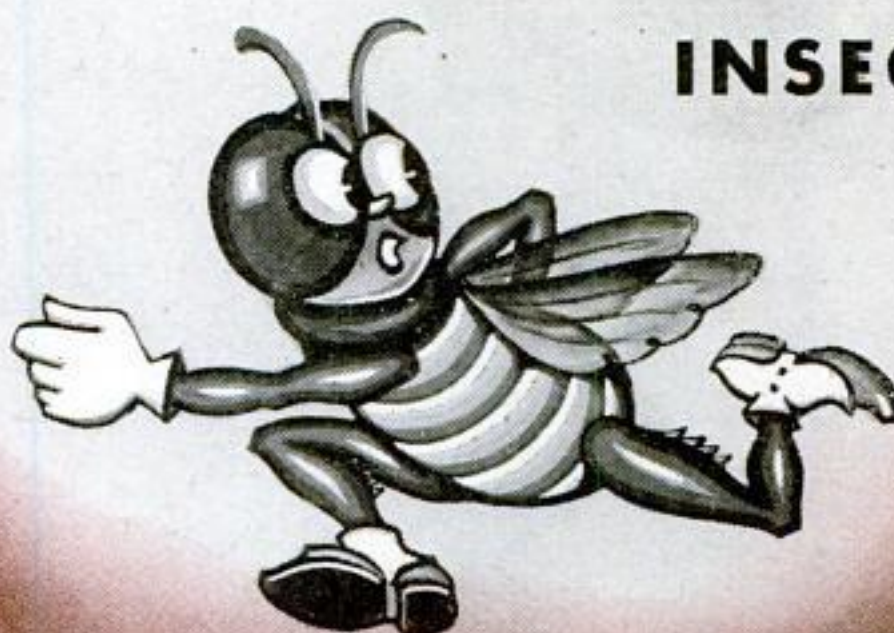
When Paul's mother dies, she leaves her share in the mill to Mary, making her promise to forestall family's plans to sell the mill despite Paul's wish to keep it.



Family tries to sell the mill, but Mary and Paul manage to thwart them. Furious, Paul's wife demands a divorce. At the end, Mary and Paul are reunited and happy.

"G'BYE BOYS, IT'S Bug-a-boo

SUPER
INSECT SPRAY"



SURE KILL FOR ALL 5*

DON'T put up with an insect spray that just stuns pests. Kill 'em dead with Bug-a-boo, Socony-Vacuum's super insect spray.

Bug-a-boo is so powerful it far exceeds Government requirements for a top-grade insect spray. It's sure death to flies, moths, mosquitoes, ants, bedbugs, even hard-to-kill roaches! Yet it's harmless to humans and pets when used as directed. Won't stain fabrics, wallpaper or furnishings. Pleasantly scented.



THE SIGN
THE NATION KNOWS

* KILLS FLIES MOTHS MOSQUITOES
ANTS ROACHES
AND 10 OTHER COMMON HOUSEHOLD PESTS

Also: Bug-a-boo Victory Garden Spray, Bug-a-boo Moth Crystals



Life Visits a Haunted House

In a crumbling Pittsburgh mansion
lingers the echo of an old romance

About 1830 a rich Pittsburgher, William Croghan, built for his daughter, Mary Elizabeth, a stately pleasure dome on Black Horse Hill near the city. He called it "Picnic House" and it was to be used for Mary Elizabeth's parties when she grew up. House consisted of a large ballroom with Corinthian columns and an enormous crystal chandelier, and three bedrooms.

Mary Elizabeth never got to use Picnic House for her own parties because she went off to boarding school and there met Captain Edward Wyndham Harrington Schenley of the British army, a 50-year-old veteran of Waterloo. Another girl thought of Captain Schenley as a "typical bluff old Johnny Bull, with white side whiskers and imposing corporosity," but Mary Elizabeth found him very dashing and eloped with him. She was about 16. Since the new Mrs. Schenley was a great heiress, her elopement was a national scandal, a real-life Pittsburgh love story as exciting as any Pittsburgh fiction—like that told on the previous pages.

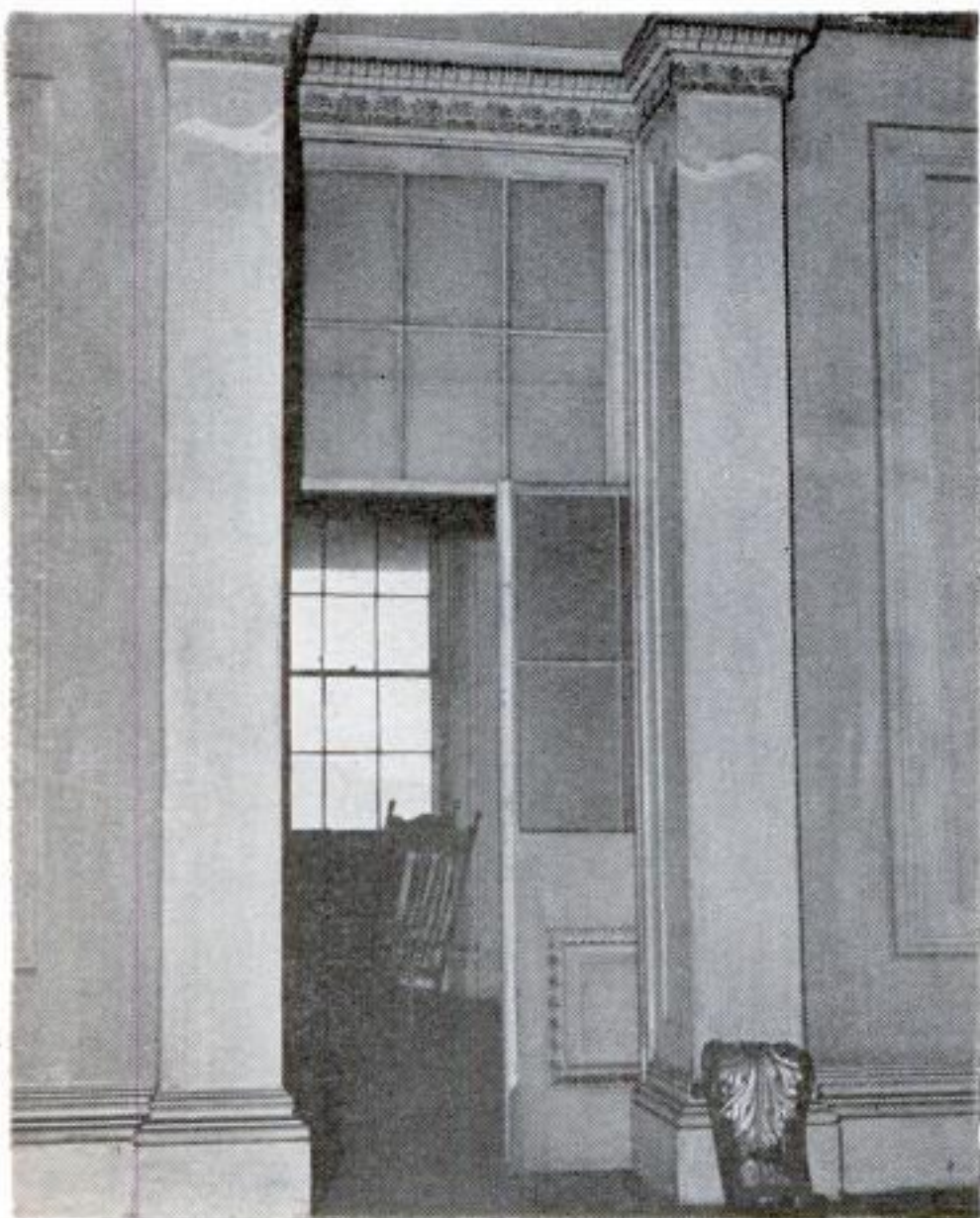
Father Croghan was heartbroken over the loss of his daughter. To lure her back from England he enlarged Picnic House to 29 rooms. He built conservatories, stables for the captain's horses and even imported Pittsburgh's first piano to put in the house. About 1845 the Schenleys returned but stayed only a few years and finally left estate in charge of a caretaker. They had nine children and apparently lived happily together.

Now the great house lies silent on the hill (*opposite page*), haunted by the history of its hopes and disappointments, guarded by a gloomy caretaker and a surly dog. Its lavish furnishings are decayed or removed. Recently the Schenley family, which still lives in England, sold the place. The house will be torn down and a housing project will sprinkle 350 cozy little homes over Black Horse Hill. But Mary Elizabeth's beautiful ballroom will be dismantled and set up again in the University of Pittsburgh's Cathedral of Learning as a relic of old architecture and a dead romance.

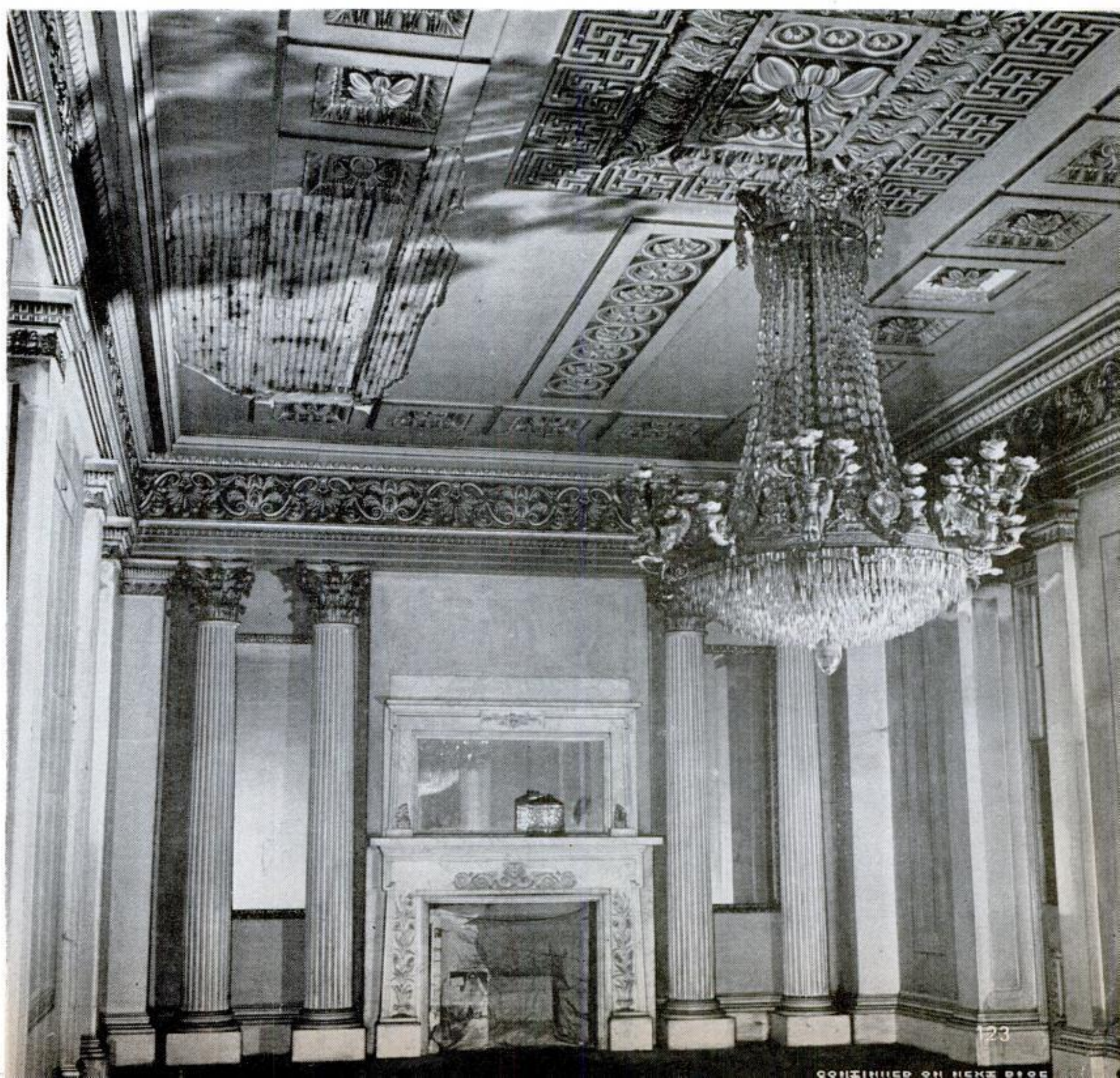


Portico of Picnic House extends along three sides of the building. This later addition to house copied the Schenleys' home in England. Ballroom (*below*) is paneled in full-length

mirrors and is large enough to hold several hundred people. The crystal chandelier which hangs from its carved ceiling is considered one of the most beautiful ever hung in America.



False window in ballroom is really a door which slides open and leads into one of the three bedrooms lying off big room.



No curative power is claimed
for PHILIP MORRIS—

but



AN OUNCE OF
PREVENTION

IS WORTH
A POUND
OF CURE

PHILIP

MORRIS

are scientifically proved
far less irritating to the nose and throat.



Eminent doctors found—as reported in an
authoritative medical journal—that:
WHEN SMOKERS CHANGED TO PHILIP
MORRIS, SUBSTANTIALLY EVERY CASE OF
IRRITATION OF THE NOSE OR THROAT—
DUE TO SMOKING—EITHER CLEARED UP
COMPLETELY, OR DEFINITELY IMPROVED!

CALL FOR PHILIP MORRIS
FAR FINER FLAVOR—
PLUS FAR MORE PROTECTION

Haunted House CONTINUED



Captain Schenley when young affected tousled hair of Regency dandy. Pittsburgh's Schenley Park, named for him, was given city by Mary. Distillery is named after family.



Victorian fireplace made of ornate and intricately shaped iron stands in the former dining room at Picnic House. It is one of the few furnishings still untouched by time.



Door to house is in caretaker's quarters and at top of a back stairway. With house boarded up, it is the only entrance. Jangling reins have been rotting there for years.



Mary Schenley looked like this at 14. After her elopement the Pennsylvania Legislature attempted to pass a law prohibiting Captain Schenley from touching her money.



Main staircase at Picnic House was built wide so 19th Century ladies could sweep gracefully downstairs in their hoop skirts. The door at right leads into the ballroom.



Caretaker's dog is a ferocious German shepherd chained inside the back door. Caretaker sees little of the outside world. It was hard to get him to open up the house.



A flat **date**
may have its
brighter
moments...

But a flat **drink**
is always dull!



Where there's **Life** you'll hear

CANADA WORLD FAMOUS **DRY**
WATER

"PIN-POINT CARBONATION"...millions of tinier bubbles...gives drinks a liveliness you can hear...a sparkle that lasts to the last sip. And Canada Dry's special formula points up the flavor of any tall drink. No wonder it's the preferred club soda in fine bars, hotels and clubs. For drinks that sound better, taste better...ask for Canada Dry Water when you're out, serve it in your home.

If you prefer a mixer with a fuller flavor, there's nothing as good as "the Champagne of Ginger Ales"...Canada Dry.



HARVARD EIGHT, WEARING FALSE MUSTACHES, LINES UP BEFORE RACE

RADCLIFFE CREW DEFEATS

Harvard, a college for men, has had a crew for 89 years. Its neighbor, Radcliffe, a college for women, has a crew which up to last month had been in only one race. Nevertheless, a fortnight ago, Radcliffe challenged Harvard to a race on the Charles River. The contest became slightly confused when a bewigged and bosomy M.I.T. crew appeared early in the race and joined the match. It became further confused when Harvard, thinking



M. I. T. CREW (FOREGROUND) REMOVED SHIRTS AFTER RACE WAS OVER.



Personal Note

Swank...the symbol of individuality...a more pleasing, personal expression of smartness in attire. The wearer's own initials neatly wrought in rich sterling silver. Crafted in the tradition of Swank. Collar holder...cravat chain set \$3.50. Key chain \$5.





RADCLIFFE CREW, WEARING RED HAIR RIBBONS, LINES UP BEFORE RACE

HARVARD AND M.I.T.

that it had won, stopped rowing and Radcliffe went on to the actual finish line 50 yards beyond, beating both rivals. M.I.T., observing loser's tradition, peeled off their shirts, revealing pink padded brassieres. The Radcliffe crew, under the impression that they too had lost, removed their shirts. This big moment was something less than had been expected. Having come prepared to lose, the girls had put on other shirts underneath.



HARVARD CREW, BELIEVING THEY HAD WON, REFUSED TO FOLLOW SUIT

CONTINUED ON NEXT PAGE

SKOL *for a* *flattering* **TAN**

not oily
not greasy

...WITHOUT PAINFUL SUNBURN

Be the envy of your friends. Use SKOL. It allows you to get an attractive tan without painful sunburn or going through long tedious weeks of building up a tan.

SKOL, antiseptic lotion unlike most sun-tan preparations, is not a grease or an oil but a lotion that disappears when rubbed on the skin. Leaves no annoying sticky film.

Why SKOL lets you "GET THE SUN WITHOUT THE BURN"

SKOL contains a special, patented form of tannic acid that acts as a light filter and screens out the harmful, burning rays of the sun (those below 3130 angstrom units) and permits the beneficial, tanning rays (those above 3130 A.U.) to pass through. This filtering action permits you to acquire a flattering tan without dangerous, painful burning.

For burn relief, too—SKOL antiseptic relieves other types of minor burns—allows skin to heal naturally underneath.

Get Skol today, at all drug and variety stores!

SKOL COMPANY, INC., N.Y.C.



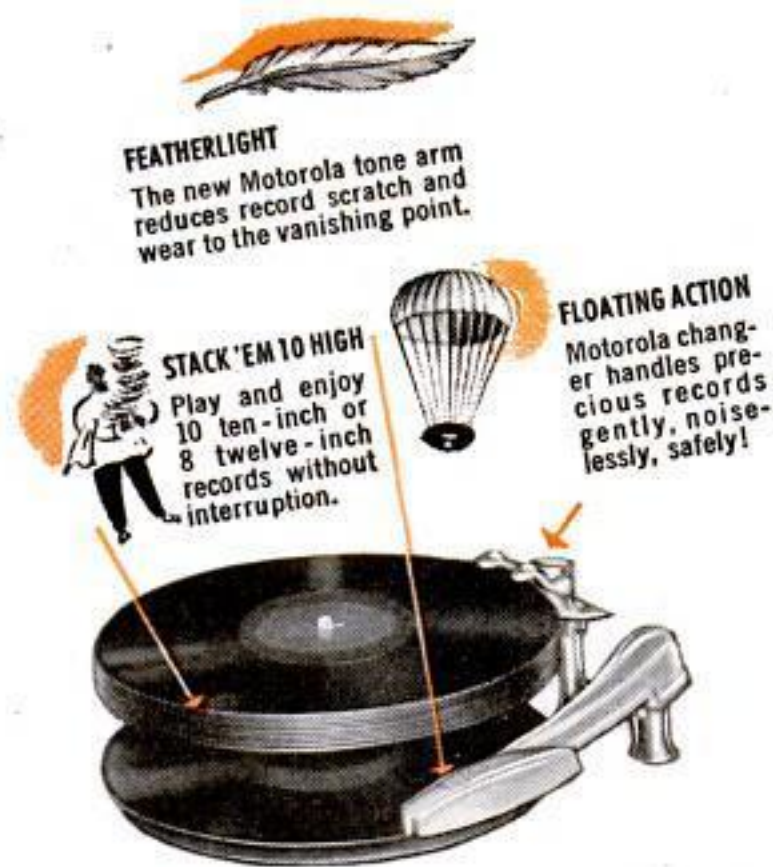
The 2-purpose Sun Tan Lotion { PREVENTS PAINFUL BURN
PROMOTES TAN



Oh what a wonderful changer!

**OVER HALF AN HOUR OF MUSIC
WITHOUT INTERRUPTION**

Music at its beautiful best! That's what's in store for you soon after Victory. The broadcast programs you love to listen to will come in richly... with living color and delicate shading... with every subtle tone and overtone! And when you're hungry for your favorite recorded music, you'll discover how scientifically perfect a Motorola record changer can be.



Quiet? Quiet as a mouse! Tender and careful with your records? You will agree that precious jeweled porcelain was never handled with more jealous care!

Motorola is still devoted to the making of famous "Handie Talkies," originated and developed exclusively by Motorola Radio Engineers. But make a note... to remember! Soon after the war... see and hear a Motorola Phonograph-Radio.

GALVIN MFG. CORPORATION
CHICAGO 51, ILLINOIS

THERE'LL BE NONE FINER

Motorola **A-M F-M** **Radio**

☆ FOR HOME AND CAR ☆

HOME RADIO • AUTO RADIO • AUTOMATIC PHONOGRAPHS • TELEVISION

Radcliffe Crew CONTINUED



Harvard coxswain, Daniel Paul, wearing false mustache and straw hat with paper superstructure in form of weathercock, talks to Radcliffe co-captain, Jane Driscoll.



After the race Eleanor Merrick and Jane Driscoll dump losing Coxswain Paul in river. Paul was thrown into Charles River three times to please news photographers.



Paul is tossed in second time. During his third trip to the river one of the Radcliffe girls who tossed Paul from the boathouse float lost her footing and followed him in.

Historic Argument in Quiriquiri

1 "I was lower than a snake's hips," writes a veteran oil man from Quiriquiri, down in eastern Venezuela. "Joe and I'd moved in here dead sure we'd find oil . . . had drilled wells all over the place. At the end of several months I was ready to throw in the sponge. But Joe wouldn't have it! Drill 2,000 feet more, he said, and if we didn't connect—the Canadian Club would be on him. For just 2,000 feet, who'd argue with a redheaded Texan?"



2 "We'd only gone down 600 feet and man, we were in . . . knew just by tasting! Rich crude, with hardly a trace of salt or sulphur. Even then, we little knew the importance of our luck. For—



3 "In the years since then, Quiriquiri has become one of the most promising—and modern—of all oil fields. The workmen's homes are the equal of the most progressive industrial community you'll find anywhere. There are fine hospitals, playgrounds—even good golf.



4 "Joe and I came here on muleback. Today you can fly to Venezuela from the States by Pan American Clipper in a mere 11 hours. Even rush equipment comes that way now.

5 "Yes, sir—it's Boom Town with a top hat. A boom town where the distinctive flavor of Canadian Club is as highly esteemed as at any country club at home."

Once the war is over, you will find it even easier than now to visit Venezuela and all Latin America. There you will find Canadian Club again. This whisky is *light* as Scotch, *rich* as rye,

satisfying as bourbon—yet there is no other whisky in all the world that tastes like Canadian Club. It is equally satisfying in mixed drinks and highballs; so you can stay with Canadian Club all evening long—in cocktails before dinner and tall ones after.

• That's why Canadian Club is the largest-selling imported whisky in the United States.

IN 87 LANDS NO OTHER WHISKY TASTES LIKE

"Canadian Club"

Imported from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky 90.4 proof



"You can borrow the jumper, Brother—but not my Camels!"

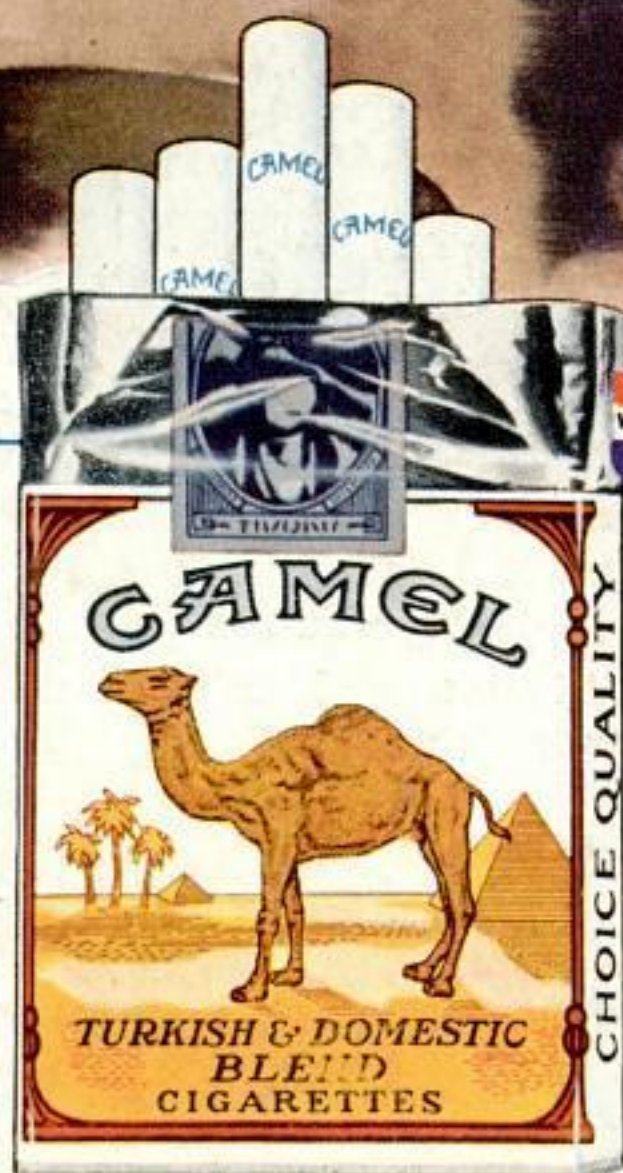


R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina



Your "T-ZONE" and your cigarette

The "T-Zone"—T for taste and T for throat—is the final proving ground of any cigarette. Only your taste and your throat can tell you which cigarette tastes best to you... how it affects your throat. On the basis of the experience of millions of smokers, we believe Camels will suit your "T-Zone" to a "T."



RIGHT THIS VERY MOMENT... somewhere out in the jungle or on the high seas... a lad in uniform is getting *his* Camels. He comes first, even if on the home front you can't get Camels every time you ask... We made more Camels last year than ever before... plan to make even more this year. But Camels will not be sold down the river. Camels wouldn't be Camels if they were made of green, insufficiently cured tobaccos. So when you do get Camels today they're *still* Camels... a cigarette of costlier tobaccos, aged with that infinite care that means so much in milder smoking pleasure. That's why Camels are worth asking for again... and *again!*

The Service First

Army, Navy, Marines, and Coast Guard—wherever they go in their winning of the war—they have first call on Camels.

Camels